



AMERICAN ADVERTISING FEDERATION  
KANSAS CITY

# **Internship Guide**

## **2011-2012**

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**American Advertising Federation of Kansas City  
Association Management, Event Planning/Management, Volunteer  
Management Internship**

Contact: Sarah Dyerson  
sarah@aafkc.com  
816.822.0300

1025 Jefferson Street  
Kansas City, MO 64105  
www.aafkc.com

- Requirements to apply:
  - Communications, Journalism, Advertising, Public Relations or other related field of study
- Responsibilities of internship:
  - Fall Specific
    - Update, redesign and manage internship guide
  - Winter/Spring Specific
    - Assist with organizing/managing ADDY entries, judging weekend, show production, forwarding process, etc.
    - Manage student judging competition
    - Assist with photographing winning entries
    - Work with hanging committee
  - All Seasons Responsibilities
    - Staff registration table at all AAF events
    - Create survey emails and send to attendees
    - Manage AAF-KC job postings
    - Document events via social media, news posts, etc.
    - Administrative tasks as assigned

Position is unpaid but available for college credit.

Internships available from September-December and December-March.

To apply: Contact Sarah at [sarah@aafkc.com](mailto:sarah@aafkc.com). Apply by August 31<sup>st</sup> for the Fall and October 31<sup>st</sup> for Winter/Spring.

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**Allied Integrated Marketing  
Public Relations, Marketing, Grass Roots Research, Street teaming Internships**

Contact: Erika Massow  
[emassow@alliedim.com](mailto:emassow@alliedim.com)  
816.474.9995

1656 Washington, Ste. 250  
Kansas City, MO 64108

- Requirements to apply:
  - Must be at least a sophomore in college, work 15-20 hours minimum in office per week.
  - Have your own computer and digital camera
  - Work well with others

Positions are paid and for college credit.

Internship available year round.

To apply: Contact Erika Massow

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**Austin Walsh Photography  
Creative/Production Internship**

Contact: Katy Hagan                      2001 Grand Blvd. Suite 800  
[katy@austinwalshstudio.com](mailto:katy@austinwalshstudio.com)              Kansas City, MO 64108  
816.994.3788

- Requirements to apply:
  - Applicant must be entering junior of senior year of college or be a recent graduate
- Responsibilities of internship:
  - Interest in photography and/or video, in both the production and business side of running a studio

Positions are unpaid but college credit is possible.

Internship available year round with a very flexible schedule depending on availability.

To apply: Contact Katy Hagan.

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**Barkley  
Creative, Public Relations, Media Buying/Planning, Account Management and  
Social Media Internships**

Contact: Theresa Thornhill                      1740 Main St.  
[tthornhill@barleyus.com](mailto:tthornhill@barleyus.com)                      Kansas City, MO 64108  
816.289.7181    www.barkleyus.com

- Requirements to apply:
  - Must be junior or senior level
  - Will not accept recent graduates
  - Smart, talented, and ambitious student who wants real-world experience working with Barkley clients

Position is a paid.

Internships run from June 4- August 10, 2012. Applications will begin to be accepted Mid-December and the deadline is February 10, 2012. Internships will be awarded the first week of March.

To apply: Visit <http://careers.barkleyus.com/mentorships>

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**Bernstein-Rein  
Account Management, Creative and Media Internships**

Contact: Nicole Dinsman                      or Phyllis Stevens  
[nicoledisman@bradv.com](mailto:nicoledisman@bradv.com)                      [phyllisstevens@bradv.com](mailto:phyllisstevens@bradv.com)  
816.960.5427

- Requirements to apply:
  - Internship open to students majoring in advertising or related fields
  - Completion of junior year of college-at least one semester remaining in their college program
  - Two internships in each of the three departments are available
- Responsibilities of internship:
  - During the summer interns will work on real client business in their respective departments
  - Participate in a group project with intern class
  - Present project to BR's management team with intern class

Positions are paid at \$10 per hour. The summer hours of BR will be in effect so the intern should plan on working 33.5 hours per week.

Internship starts Monday, June 4<sup>th</sup> and concludes Friday, July 27<sup>th</sup>.

To apply: The deadline for submitting materials is March 1. Applicants will be asked to submit a form, which highlights their education, interests and talents. Resume and cover letter required. Letters of recommendations are allowed but not required. Applicants desiring an internship in the creative department must also submit work samples via their own website or by e-mail. (Further information about the internship will be posted online no later than December 1).

### **C3-Creative Consumer Concepts Marketing and Communications Internship**

Contact: 913.491.3677      10955 Granada Lane  
Overland Park, KS 66212

Positions are available for college credit.  
Internships available year round.

To apply: Visit <http://c3brandmarketing.com/> and apply online.

### **Callahan Creek Creative & Account Management Internships**

Contact: Dee Reser      805 New Hampshire  
resumes@callahancreek.com      Lawrence, KS 66044  
785.838.4774

- Requirements to apply:
    - Prefer that interns be Juniors or Seniors
- Position is paid.  
Internships run for 8 weeks in June and July.

To apply: Forward your resume to [resumes@callahancreek.com](mailto:resumes@callahancreek.com) beginning in December.

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**Dairy Farmers of America  
Consumer Marketing Intern**

- Requirements to apply:
    - Junior of 1<sup>st</sup> year MBA student (MBA preferred)
    - Marketing, Business, and Communications students preferred
  - Responsibilities of internship:
    - Manage execution of new product consumer launch plans, consisting of sales communications, demo coordination, consumer promotions in store, FSI generation and execution for Borden Cheese
    - Maintain awareness of current consumer trends with regard to category consumption, media consumption, and general behaviors/attitudes
    - Execute brand marketing plans, encompassing a wide range of promotional and public relations tactics on both national and account specific levels
    - Manage development and execution of tactical programs, including creative development, in-market advertising/promotional support, online program, direct marketing (CRM, database)
    - Wroth with the Syndicated Marketing team on data mining projects in IRI
- Internship available summer 2012.  
Position is paid.

To apply: Visit [DFAMILK.com](http://DFAMILK.com) or [FriendsOfElsie.com](http://FriendsOfElsie.com).

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**Cumulus Media  
Production, Promotion, Marketing & Advertising Internships**

Contact: Nikki Vivas  
[nikkivivas@cumulus.com](mailto:nikkivivas@cumulus.com)  
913.514.3000

- Requirements to apply:
  - Must be for college credit
- Responsibilities of internship:
  - Vary depending on internship

To apply: Send information or questions to Nikki Vivas.

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**emfluence Digital Marketing Agency  
Account Services, Creative, Email Service, or Client Support Internships**

Contact: Andrea Moran  
[andrea@emfluence.com](mailto:andrea@emfluence.com)

106 W 11<sup>th</sup> Street, Suite 2220  
Kansas City, MO 64108

816.472.5643 x103

- Requirements to apply:
    - We love students majoring in marketing, communications, search engine optimization, or business administration
    - Extremely ambitious and hardworking
    - Self-motivated
    - Results driven and detail-oriented
    - Deeply familiar and passionate about the World Wide Web and online marketing
    - Excellent communication skills: written and verbal
    - Flexible. Able to adapt to new situations and different types of people
  - Responsibilities of internship:
    - Assist account managers with day to day activities
    - Research and analysis: Gathering information regarding industry, competition, customer product or service; as well as presenting findings in verbal/written form with recommendations
    - Involvement in internal meetings and, when appropriate, client meetings
    - Assisting account services in the management of creative projects
    - Interns often take part in internal creative process, where they may be charged with creating and managing a website project
- Internship available fall, spring, and summer

To apply: Qualified applicants should email their resume and cover letter to Andrea Moran at [andrea@emfluence.com](mailto:andrea@emfluence.com). Mark the e-mail "Interactive Marketing Intern".

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### **Entercom Kansas City Digital Internship**

Contact: Heather Trub  
[htrub@entercom.com](mailto:htrub@entercom.com)  
913.744.3904

700 Squibb Road  
Mission, KS  
[www.entercom.com](http://www.entercom.com)

- Requirements to apply:
  - Must be currently enrolled in a new media, graphic design, web design development, digital content, integrated marketing, journalism, or liberal arts program
  - Must have exceptional communication and organizational skills
  - Have knowledge of Microsoft Office
  - Must be at least at sophomore level
- Responsibilities of internship:
  - Produce analytics and performance reports for Entercom's digital properties, including Mobile apps, websites, streaming products, social media, emails and database activity
  - Compile reports detailing social network activity and website traffic
  - Solicit and promote content best practices from our individual stations and markets, and assist in creating digital sales presentations

- Provide in-depth competitive analysis
  - Participate in brainstorming sessions
- Positions are unpaid and must be for college credit.

Internship available fall/spring/summer semesters for approximately 15 hours per week.

To apply: Contact Heather Trub

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### **Entercom Kansas City Production Internship**

Contact: Mark Groves  
[mgroves@entercom.com](mailto:mgroves@entercom.com)  
913.744.3767

700 Squibb Rd  
Mission, KS  
[www.entercom.com](http://www.entercom.com)

- Requirements to apply:
    - Students must receive college credit for internship
    - Interested in commercial production
    - Detail oriented, extremely dependable
    - Experience in acting or voiceovers is helpful
  - Responsibilities of internship:
    - Primarily dubbing commercials, but also will voice commercials, edit audio, write scripts, and be expected to leave at the end of the semester with an audio demo worthy of professional radio commercial production.
- Positions are unpaid and must be for college credit.

To apply: Contact Mark Groves.

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### **Fleishman-Hillard Kansas City Public Relations Internships**

Contact: [kcintern@fleishman.com](mailto:kcintern@fleishman.com) 2405 Grand Blvd, Suite 700  
816.474.9407 Kansas City, MO 64108

- Requirements to apply:
  - Cover letter, resume, and three brief public relations writing samples (not to exceed three pages).
  - Must be at least junior level.

Positions are paid.

Internship available winter, summer, and fall. Visit [www.fleishman.com](http://www.fleishman.com) for details and deadlines.

To apply: Send materials to [kcintern@fleishman.com](mailto:kcintern@fleishman.com)

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### **Kansas City Area Development Council Marketing Internship**

Contact: Jauqui Craig

911 Main Street

[craig@thinkkc.com](mailto:craig@thinkkc.com)  
816.374.5645

Kansas City, MO 64105  
[www.thinkkc.com](http://www.thinkkc.com)

- Requirements to apply:
  - Candidate must have strong writing and organizational skills
  - Ability to work full time
- Responsibilities of internship:
  - Assist with marketing projects from quarterly newsletter writing and media relations to event planning and video production
  - Opportunity to network with metro area's top 200 companies and community leaders through monthly, bi-monthly and annual events
  - Duties include writing projects, media relations, market research, event coordination and some general administrative tasks

Positions are paid.

Internship available immediately through Spring 2012.

To apply: Submit your resume and cover letter via email to [craig@thinkkc.com](mailto:craig@thinkkc.com)

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## **Kansas City Sports Commission**

### **Various Internships**

Contact: Marla Hanover  
[mhanover@sportkc.org](mailto:mhanover@sportkc.org)

1308 Pennsylvania Ave.  
Kansas City, MO 64105

- Responsibilities of internship:
  - Assist with promotional activities and event management for special events
  - Assist with program development including securing donations, organizing volunteers, set-up, tear down at events, picking up garbage and setting out product during races and running errands
  - Work all Sports Commission and Win for KC events on- and off-site
  - Assist in E-Commerce Manager with upkeep of organization's website, on-line registration and answering on-line registration questions
  - Develop flyers, correspondence and other print materials such as program booklets, email newsletter, and advertisements
  - Assist in developing proposals to corporate sponsors, contributors, etc.
  - Assist in marketing strategies regarding membership services and solicitation
  - Help organize membership benefit events
  - Perform administrative duties
  - Attend board meetings, staff meetings and meetings for specific events
  - Fall interns must work Thanksgiving day Run.

Position is unpaid but available for college credit. Full time internships only.

5 internships available each semester:

Assistant to the Director of National Events- 1 intern

Assistant to the Director of Local Events & Development- 1 intern in the spring, and 2 in the summer and fall

Assistant to ecommerce Department-1 or 2 interns  
Assistant to WIN for KC- 1 intern

To apply: Submit resume and cover letter, as well as references and area of interest to Marla Hanover by mail or email the information to [mhanover@sportkc.org](mailto:mhanover@sportkc.org).  
Application deadlines: spring semester, September 1; summer semester, February 15; fall semester, May 15.

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### **KCTV Ch. 5**

#### **Marketing, Sales, Promotion, Production, & News Internships**

Contact: Chuck Toduska                      4500 Shawnee Mission Parkway  
[chuck.toduska@kctv.com](mailto:chuck.toduska@kctv.com)                      Fairway, KS 66205  
913.677.7171

Positions are available for college credit.

Internships are available for various lengths with flexible times.

To apply: Contact Chuck Toduska at [chuck.toduska@kctv.com](mailto:chuck.toduska@kctv.com)

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### **Kenny Johnson Photography**

#### **Assistant Photographer Internship**

Contact: Kenny Johnson                      400 East 17<sup>th</sup> St.  
[kenny.johnson@kennyj.com](mailto:kenny.johnson@kennyj.com)                      Kansas City, MO 64108  
816.471.1200

○ Requirements to apply:

- Interest in photography

Position is unpaid.

Internships availability varies.

To apply: Contact Kenny Johnson at [kenny.johnson@kennyj.com](mailto:kenny.johnson@kennyj.com)

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### **KMBC-TV**

#### **News and Promotion Internships**

Contact: Olivia Dorsey                      6455 Winchester  
[odorsey@hearst.com](mailto:odorsey@hearst.com)                      Kansas City, MO  
816.760.9222

○ Requirements to apply:

- Must be enrolled at a college or university and the student must receive course credit for their internship

○ Responsibilities of internship:

- Assisting with getting our news product on the air or promoting the station and/or news

Positions are for course credit only.



- Interns would be working for the “Rock Block” cluster of Entercom 96.5 The Buzz and 98.9 The Rock
  - Real world experience in the marketing of two of the most promotionally intensive stations in the Midwest
  - Interns would represent the station at events, conducting listener research, contacting winners of contests, providing recaps of client events, putting together media kits, and writing on-air copy
- Positions are unpaid and must be for college credit  
Internship available fall/spring/summer semesters

To apply: Email Stephanie Kane Misko at [skane@entercom.com](mailto:skane@entercom.com) or apply online at [www.entercom.com](http://www.entercom.com).

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**KZPT 99.7 The Point & WDAF 106.5 The Wolf  
Promotions Internship**

Contact: Justin Neighbor  
[jneighbor@entercom.com](mailto:jneighbor@entercom.com)  
913.744.3746

700 Squibb Road  
Mission, KS 66202  
[www.entercom.com](http://www.entercom.com)

- Requirements to apply:
    - Preferably students majoring in journalism, communications, business, marketing, advertising, and public relations but open to all majors
    - Ability to work 10-15 hours a week.
    - Must be at least sophomore level
  - Responsibilities of internship:
    - Representing the radio station at events, remote broadcasts, and non-traditional events, conducting listener research, contacting winners of contests, and providing recaps to clients of event
    - Putting together media kits, writing on-air copy and designing promotional and marketing materials.
- Positions are unpaid and must be for college credit.  
Internship available fall/spring/summer semesters.

To apply: Contact Justin Neighbor at [jneighbor@entercom.com](mailto:jneighbor@entercom.com)

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**Leukemia & Lymphoma Society-Black Tie Ball  
Event Planning Internship**

Contact: Tori Snowden  
[tori.snowden@lls.org](mailto:tori.snowden@lls.org)  
913.262.1515

6811 Shawnee Mission Parkway, Ste 202  
Shawnee Mission, KS 66202

- Requirements to apply:

- Students in their junior or senior year in American Humanics, Marketing, Public Relations, Communications, Public Administration, or other related areas of study are encouraged to apply
- Excellent verbal and written communications
- An interest in the non-profit sector
- Strong presentations skills
- A high level of organization and ability to work individually
- Responsibilities of internship:
  - Assist in logistics planning of key events including Leadership Committee meetings, Patron Party, and the Black Tie Ball
  - Assist in sponsorship requests
  - Assist with promotion of event through social media and website development
  - Work closely with committee to develop high and auction for event.
  - Assist with post event stewardship of donors
  - Data entry and telephone calls to prospective participants and donors
  - Assist with daily general administrative tasks

Position is unpaid.

Internship dates are from January 3 to May 31, 2012, submission deadline is December 12, 2011.

To apply: Please email your cover letter and resume to: Tori Snowden at [tori.snowden@lls.org](mailto:tori.snowden@lls.org), no phone calls please.

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**Leukemia & Lymphoma Society- Man & Woman of the Year Marketing/Event Planning Internship**

Contact: Lauren Scheldrup  
 Lauren.scheldrup@lls.org  
 913.262.1515

6811 Shawnee Mission Parkway, Suite 202  
 Shawnee Mission, KS 66202

- Requirements to apply:
  - Students entering their junior or senior year in American Humanics, Marketing, Public Relations, Communications, Public Administration, or other related areas of study are encouraged to apply
  - Excellent verbal and written communications skills
  - Strong presentation skills
  - A high level of organization and ability to work individually
- Responsibilities of internship:
  - Update campaign materials and create candidate resources
  - Assist in planning of key events including Fundraising Workshop, Kick-Off, Halfway Happy Hour & Wrap Party
  - Assist with participant incentives
  - Data entry
  - Marketing and building relationships with local media contacts
  - Telephone calls to prospective participants, donations, events, ect.

- Assist with daily general administrative tasks.

Positions are unpaid.

Internship available January 16-June 1 (Flexible) and is part time the deadline to apply is December 9, 2011.

To apply: Please email you cover letter and resume to: [Lauren.scheldrup@lls.org](mailto:Lauren.scheldrup@lls.org).  
No phone calls please.

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### **Linda Buchner Creative Management Various Internships**

Contact: Linda Buchner

[linda@lindabuchner.com](mailto:linda@lindabuchner.com)

816.916.4111

[www.minddrive.org](http://www.minddrive.org)

[facebook.com/buchnerlinda](https://www.facebook.com/buchnerlinda)

- Responsibilities of internship:
  - Email marketing, press releases, events, and social media for a marketing and non-profit company.
  - Applicant must be a multi-tasker and self-starter.
  - Work with social media.

Positions are unpaid but payment is negotiable depending on pre-determined probation period.

To apply: Contact Linda Buchner.

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### **Marthabelle's Printing & Mailing Website Design and Maintenance Internship**

Contact: Henry Leonard

[marthabell@aol.com](mailto:marthabell@aol.com)

816.994.9782

5100 Main Street

Kansas City, MO 64112

- Requirements to apply:
  - Demonstrated ability with website design and production.

Positions are paid.

Internships available for various lengths. Apply anytime.

To apply: Contact Henry Leonard at [marthabell@aol.com](mailto:marthabell@aol.com).

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### **Meers Advertising Account Management, Creative, and Channel Marketing Internships**

Contact: [HR@meers.com](mailto:HR@meers.com)

816.994.9782

911 Walnut St

Kansas City, MO 64109

<http://meers.com>

- Requirements to apply:

- Minimum junior in college with 15 credits in their major course of study
- Positions are paid.  
Internships available for various lengths. Apply anytime.

To apply: Contact [HR@meers.com](mailto:HR@meers.com) for more information.

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**MMG Worldwide**  
**Account Management, Creative (Interactive & Traditional), Interactive, and**  
**Media Internships**

Contact: Megan Sullivan                      4601 Madison Avenue  
816.300.5207                                      Kansas City, MO 64112

- Requirements to apply:
  - Must be a marketing, advertising, communications, graphic design, art or creative major
- Responsibilities of internship:
  - Interns work as a team to research, plan and develop a full marketing campaign for potential MMG Worldwide client
  - Each department intern is responsible for their role in the program's campaign process and serve as a department intern to the agency.

Compensation is either class credit or a \$500 stipend.

Internships run from May 29-July 27, 2012.

To apply: Submit resume and cover letter to [msullivan@mmgworldwide.com](mailto:msullivan@mmgworldwide.com) by March 4, 2012.

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**National Multiple Sclerosis Society**  
**Marketing/Communications and Development Internships**

Contact: Tara Duerr                              7611 Stateline Road, Suite 100  
[Tara.Duerr@nmss.org](mailto:Tara.Duerr@nmss.org)                              Kansas City, MO 64114  
913.432.3927                                      MSmidamerica.org

**Marketing and Communications Intern**

- Requirements to apply:
  - Pursuing a degree in Business, Marketing or Public Relations
  - Ability to effectively work on many complex projects simultaneously. Ability to prioritize and delegate well.
  - Strong organization and planning skills, detail-oriented and able to work independently.
  - Strong oral and written communication skills and social media skills
  - Must have own means of transportation and be willing to travel locally.
- Responsibilities of internship:
  - Writing and distributing press releases regarding special events such as Walk MS and Bike MS
  - Developing marketing materials (direct mail pieces, mass emails, ect.) related to special events

- Promoting programs and services, including some newsletter writing, offered to individuals living with MS
- Identifying and pitching feature stories to local media
- Developing and implementing social media strategies
- Updating and maintaining media database
- Assisting development and communications staff with fundraising events

### **Development Intern**

- Requirements to apply:
  - Pursuing a degree in Business, Marketing or Public Relations or a related field preferred.
  - Ability to effectively work on many complex projects simultaneously. Ability to prioritize and delegate well.
  - Strong organizational and planning skills, detail-oriented and able to work independently
  - Strong oral and written communication skills
  - Must have own means of travel and be willing to travel locally
- Responsibilities of internship:
  - Campaign development- assist in developing strategies and goals to enhance event performance
  - Logistical coordination- assist with all logistical coordination to ensure a stage and well run event
  - Sponsorships- assist the Development Coordinator in their efforts to identify, cultivate and maintain sponsors
  - Recruitment strategies- implements strategies to promote participation in events
  - Volunteer recruitment- Assist with volunteer recruitment along the route in various communities through newspaper articles, ect.
  - Media and public relations- develop and implement a proactive Bike MS communications plan
  - Image/Branding- Ensure appropriate logo usage and image consistency in all materials, in accordance with National guidelines and local precedence
  - Team player

Positions are unpaid or for college credit.

Internships available for a semester: applications are continuously reviewed.

To apply: Contact Tara Duerr at [Tara.Duerr@nmss.org](mailto:Tara.Duerr@nmss.org)

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### **North Kansas City Hospital Marketing and Public Relations Internship**

Contact: Tiffany Coffey  
[tiffany.coffey@nkch.org](mailto:tiffany.coffey@nkch.org)  
816.691.2000

2800 Clay Edwards Drive  
North Kansas City, MO 64116  
[www.nkch.org](http://www.nkch.org)

- Requirements to apply:
  - Pursuing a Marketing, Journalism or Communications degree
  - Writing experience preferred
  - Experience with Adobe Illustrator, Photoshop & InDesign preferred
  - Self-starter and likes to work in a team environment
- Responsibilities of internship:
  - Assist Marketing Department of North Kansas City Hospital with writing press releases and stories for internal and external Hospital newsletters
  - Layout of weekly internal newsletter, *Hospital Times*
  - Design and write promotional materials for events and departments of the Hospital including, but not limited to, brochures, flyers, signs, ect.
  - Write content for Website
  - Assist in strategic plans for social media including the Hospitals' Facebook, Twitter and YouTube accounts
  - Assist with planning and execution of marketing events for the Hospital
  - Sit in on North Kansas City Hospital's advertising agency and marketing team meetings
  - Proofread publications

Positions are unpaid and for college credit. Lunches will be provided.

Internship deadlines: Spring semester apply by November 23. Summer semester apply by March 9. Fall semester apply by July 27.

To apply: Please e-mail cover letter stating what season of internship you are interested in, resume and three writing and/or design samples to Tiffany Coffey, Marketing Services, at [tiffany.coffey@nkch.org](mailto:tiffany.coffey@nkch.org).

### **Plattform Advertising**

### **Client Services, Public Relations, Marketing, Media, Interactive, and Creative Internships**

Contact: Julie Baker

[interns@plattformad.com](mailto:interns@plattformad.com)

913.254.6000

15500 W. 113<sup>th</sup> St., Suite 200

Lenexa, KS 66219

[www.plattformad.com](http://www.plattformad.com)

- Responsibilities of internship:
  - Varies by department
- Requirements to apply
  - College student preferably in their junior or senior year

Positions are unpaid

Internship available spring, summer, and fall.

To apply: Contact Julie at [interns@plattformad.com](mailto:interns@plattformad.com)

### **Special Olympics-Kansas**

### **Marketing and Communications Internship**

Contact: Donna Zimmerman  
zimmerd@kssso.org  
913.236.9290 ext. 112

5280 Foxridge Drive  
Mission, KS 66202  
www.kssso.org

- Requirements to apply:
  - Ideal candidate will be pursuing a degree in communications, public relations, marketing, social media, nonprofit management or graphic design.
  - Must be motivated, possess strong oral and written communication skills, creative, have a valid driver's license, able to work regularly as scheduled
  - Represent the organization in a professional manner
  - Junior and Senior status is preferred
- Responsibilities of internship:
  - Assist with public relations, social media, special events, and marketing efforts
  - May include graphic design as needed, promotional flyers/brochures, media releases and other social networking assistance
  - Write and deploy press releases
  - Interview and write athlete profiles
  - Market programs and events
  - Assist in creating annual report and/or promotional material
  - Work closely with Sr. VP of Communications on media relations

Positions are unpaid; college credit is available upon approval.  
Internships available all semesters, especially during the summer

To apply: Send cover letter and resume via mail, fax, or email to Donna Zimmerman: information listed above.

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### **Springboard Creative Graphic Design Internship**

Contact: Kevin Fullerton  
Kevin@springboardcreative.biz  
913.484.7408

1405 Southwest Blvd  
Kansas City, KS  
www.springboardcreative.biz

- Requirements to apply:
  - Strong understanding of InDesign and other CS programs
  - Web experience is a must
  - No whining
- Responsibilities of internship:
  - No coffee-fetching
  - No copying
  - Not just sitting there
  - You will be doing real design and production work

Positions are paid or for college credit  
Internship available fall, spring, and summer

To apply: Contact Kevin at [kevin@springboardcreative.biz](mailto:kevin@springboardcreative.biz)

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**Trozzolo Communications Group**  
**Account Management, Public Relations & Creative (both art direction and copywriting) Internships**

Contact: [internships@trozzolo.com](mailto:internships@trozzolo.com) 802 Broadway  
816.842.8111 Kansas City, MO 64105

- Requirements to apply:
    - Current course of study and desire to continue in the marketing/advertising/PR/creative fields
  - Responsibilities of internship:
    - General support and exposure to all field specific functions- no coffee getters here
- Position is paid.  
Internships are an 8 week summer program in June and July.

To apply: Send all inquiries/applications to [internships@trozzolo.com](mailto:internships@trozzolo.com). The deadline to apply for the summer internship is February 29<sup>th</sup>, 2012.

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**VML**  
**Account Management, Media, Creative, Social Strategy, Technology, and User Experience Internships**

Contact: Farrah McGuire 250 Richards Road  
[fmcguire@vml.com](mailto:fmcguire@vml.com) Kansas City, MO 64116  
816.283.0700

- Requirements to apply:
    - Currently in college or have a college degree
    - Ability to work full time
- Positions are paid.  
Internship available: Summer session (June-August): deadline is March 2<sup>nd</sup>,  
Fall session (September-December): deadline in August 26<sup>th</sup>, Spring session  
(January-May): December 1<sup>st</sup>. Internships offered in Kansas City, New York  
City, and Seattle

To apply: Contact Farrah McGuire at [fmcguire@vml.com](mailto:fmcguire@vml.com)

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**Willoughby Design Group**  
**Account Management and Design Internships**

Contact: Katy Briggs 602 Westport Road  
[kbriggs@willoughbydesign.com](mailto:kbriggs@willoughbydesign.com) Kansas City, MO 64111  
816.561.4189

- Requirements to apply:

- Must be junior or senior level
- Working towards a degree in Design, Communications, or Journalism
- Responsibilities of internship:
  - A chance is get realistic perspective on working at a design firm
  - A variety of experiences including hands on client work

Position is a paid hourly position.

Internships are available as a full time summer position or part-time semester position.

To apply: Always accepting applications- for more information inquire and apply at [info@willoughbydesign.com](mailto:info@willoughbydesign.com)

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### **Worlds of Fun/Oceans of Fun Various Internships**

Contact: 816.454.4545                      Kansas City, MO 64161

- Areas internships are offered:
  - Human Resources
  - Marketing/Sales/Public Relations
  - Accounting/Finance
  - Retail Operations
  - Security/Safety
  - Park Operations

Position is a paid and range from 20-40 hours a week.

Internships are offered in the summer. Position may require some evenings, weekends, and 5-6 days per week.

To apply: Visit <http://www.worldsoffun.com/public/jobs/seasonal/internships.cfm> to see the opportunities available