

2012 LANDAU SUMMER EXPERIENCE APPLICATION

Landau Public Relations is now accepting applications for its internship program – The Landau Summer Experience.

Description:

This program offers a hands-on experience at one of Cleveland's leading public relations agencies. You'll learn from all of our areas of expertise, including marketing communications, corporate reputation management, media relations and special events. We'll help you build your portfolio with solid writing samples and real results. In return, we expect hard work, enthusiasm and willingness to learn what the agency world has to offer.

This is a paid, full-time internship.

Requirements:

- § Completion of junior year in college; majoring in public relations, journalism or related fields (recent graduates may also apply)
- § Minimum 3.0 grade point average
- § Active involvement in campus and community activities
- § Availability to work full-time in Cleveland, Monday-Friday from 8:30 a.m. – 5 p.m.
- § Availability to work 10-12 weeks from June to August 2012

To apply, applicants must submit the following:

- § Cover letter and resume
- § Two letters of reference (*may be submitted separately from application; must be received by application deadline*)
- § An original essay on one of the topics below. The essay should be approximately 500 words in length.
 - The Juice Jumper is a new fruit and vegetable juicer, powered by human motion. The more the user moves on a motion-sensitive floor pad, the more power the appliance has to squeeze juice out of fruits and vegetables. It encourages physical activity coupled with healthy eating, and since it uses nothing but human energy, it is environmentally friendly. What type of media outlets would be best to pitch and why? Write a handful of sample pitches.
 - A well-known Cleveland restaurateur is expanding her operations with a second restaurant in the region. She wants you to develop a social media plan to create buzz for the new restaurant. Get creative and tell us what you would do and how you would measure success.
 - Fast-forward to your first year as a PR pro. Describe your typical day.

Interested applicants should send the requested materials to:

Hallie Fisher: hfisher@landaupr.com

Please put SUMMER INTERNSHIP in your subject line.

Applications also can be faxed to (216) 771-5206 or mailed to:

Hallie Fisher
Landau Public Relations
700 West St. Clair Ave., Fourth Floor
Cleveland, OH 44113
No phone calls, please.

DEADLINE: FRIDAY, MARCH 2, 2012

Applications postmarked, faxed or e-mailed after that date will not be considered. The internship recipient will be selected and notified by April 9, 2012.

For more information about Landau Public Relations, visit www.LandauPR.com.