



New York State Association for the Education of Young Children Public Relations Spring 2010 Internship

Description:

The public relations intern will assist the Executive Director, staff and Annual Awards Committee on a public relations campaign for our Annual Awards Event. This will enable the intern to gain experience in working with the media, printing companies, individuals, hotels, staff and seeing through a project from beginning to end. This project has been done by previous interns and the major components have been identified. The challenge for the 2010 intern will be to seek to improve the project outcomes, add a personal touch and suggest recommendations for the future. Finally, the intern will be asked to complete various marketing tasks related to our annual conference throughout the semester.

Major Components of 2010 Internship:

1. Act as the lead person on the Annual Awards Event
2. Design various marketing materials for the conference and annual awards
3. Develop award winner power point presentation for the Awards Event.
4. Provide assistance with outreach to targeted groups to publicize conference

Expectations for the Intern:

1. Permanent schedule for the semester with attention to promptness and professionalism
2. Attendance at the Annual Event & Annual conference (April 29-May 1-Verona, NY)
3. Ability to work independently
4. Ability to focus on project and engage staff in planning
5. Creativity, flexibility, ability to handle feedback and make adjustments
6. Willingness to take risks and put forward new ideas.

Expectations of the Agency:

1. Introduction to office procedures
2. Guidance with all tasks
3. Flexibility regarding school needs
4. A learning experience with support and empowerment
5. The assurance that work will be project based

New York State Association for the Education of Young Children

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