INTERNSHIP GUIDE
Composed by Jasmine Ingram, on behalf of the Department of English and Film Studies Program Internship Committee
Dear Student,

Welcome to the Department of English and Film Studies Program at the University of Pittsburgh. We are pleased with your interest in acquiring an internship, which is a major step in developing your career. We provide English majors in Writing, Literature, and Film Studies with the guidance and resources necessary to secure a valuable internship. As you explore this guide, you will find a variety of resources to help guide your search. You should also read and print a copy for yourself of the Internship Requirements and the Learning Agreement. These documents can be obtained at the Department of English and Film Studies Advising office, or from any of the internship representatives listed below. You can also find them posted online at the Department website.

The Department provides this internship guide with detailed information about internships with a variety of companies and organizations in the Pittsburgh area with which we have formed relationships. As you explore this guide, you should find numerous sites that cater to a variety of your interests. This information should help you to choose the internship site where you will gain the most valuable experience. There are a number of steps necessary before and after acquiring an internship and you can find all of this information here.

We are glad to provide you with the information necessary to help you succeed as a student of the Department of English and Film Studies Program. We hope that you take advantage of these resources and opportunities!

**For more information on Internships**

Writing (Fiction, Nonfiction, Poetry) Majors: Caren Marcus  caren@pitt.edu

Public & Professional Writing Certificate: Pam O’Brien  redactor7@aol.com

Film Studies Majors: Ellen Bishop  ebishop@pitt.edu

Literature Majors (Non-Writing Intensive Internships): Lori Campbell  lmc5@pitt.edu
Potential Internship Sites

**Non-Profit**
- American Civil Liberties Union
- American Red Cross
- Carnegie Library of Pittsburgh
- The Children’s Home of Pittsburgh
- The Greater Pittsburgh Community Food Bank
- Luminari, Inc.
- Make-A-Wish Foundation
- National Kidney Foundation Serving the Alleghenies
- Pitt Office of Institutional Advancement
- Storehouse for Teachers

**Journalism**
- Biz Chicks
- *ETHNOLOGY: An International Journal of Cultural and Social Anthropology*
- *Pittsburgh City Paper*
- *Pitt Magazine*
- *Pittsburgh Magazine*
- *PITTMED Magazine*
- *Whirl Magazine*

**Publishing**
- Spindle Publishing Company, Inc.
- SterlingHouse Publisher

**Marketing and Public Relations**
- Branding Brand
- Carlow University
- FSC Marketing Communications
- LarsonO’Brien Marketing Group
- Markowitz Communications
Sports
Pittsburgh Penguins
Pittsburgh Sports Report
University of Pittsburgh Department of Athletics

Television and Broadcasting
WQED Multimedia
WTAE-TV

Animals and Outdoors
Allegheny Land Trust
Humane Society of Western Pennsylvania
NON-PROFIT/FUNDRAISING

American Civil Liberties Union
The American Civil Liberties Union (ACLU) is a non-profit civil liberties organization dedicated to defending and protecting individual rights and personal freedoms. The ACLU offers two types of internships, public relations and writing, where students can gain writing and editing experience. While it is not required, students interested in law, social work, counseling, and related fields will find an internship with the ACLU especially beneficial. People often contact the ACLU with problems affecting them or their families and an internship provides the opportunity to learn how the public is involved in political and legal endeavors.

Public Relations Intern Responsibilities
- Writing and editing articles for local and state newspapers
- Writing and distributing press releases to news agencies via internet, fax, and mail
- Writing letters to people interested in joining the ACLU and in response to other requests

Writing Intern Responsibilities
- Writing and editing articles for local and state newsletters
- Contributing written pieces to the ACLU web page

Contact
Susan Davis Mcintosh
ACLU of Pennsylvania, Western Region Office
313 Atwood Street
Pittsburgh, PA 15213
Phone: 412-681-7736
Email: smcintosh@alcupgh.org
www.aclu.org

American Red Cross
Hours: 10-15 hours per week
Unpaid/ For Credit

The American Red Cross is a nonprofit charity organization whose mission aims to “provide relief to victims of disaster and to help people prevent, prepare for, and respond to emergencies.” The organization offers an internship position in the Marketing and Communications Department for students interested in and pursuing a degree in communications, marketing, public relations, or journalism. The Red Cross seeks individuals who can, through writing, research, and planning, contribute to its goal of measurably increasing public understanding and support of the American Red Cross.

Requirements
- Is eager to learn
• Possesses strong computer skills
• Demonstrates flexibility and enthusiasm
• Completes a successful background check prior to starting

**Duties and Responsibilities**
- Writing and distributing news releases
- Assisting with media relations and coordinating the professional printing
- Producing additional promotional materials (print, audio, video)
- Designing marketing materials and coordinating the professional printing
- Distributing information both internally and externally
- Representing the Red Cross at community and chapter events
- Taking photographs for the chapter
- Researching, assisting with administrative support

Marketing and Communications Internship
American Red Cross
225 Blvd of the Allies
Pittsburgh, PA 15222

**Contact**
Brian Knavish
Phone: 412-263-3158
Email: KnavishB@usa.redcross.org
Send resume and cover letter with availability to address listed above

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**Carnegie Library of Pittsburgh**
Hours: 15-20 hours per week
Unpaid/ For Credit

The Carnegie Library of Pittsburgh (CLP) is a major source of culture and information for the Pittsburgh area. CLP offers an internship in the marketing and communications department where students gain experience in every aspect of the departmental operations. These operations include marketing planning, public relations, advertising, event planning, and project coordination.

**Duties and Responsibilities**
- Assisting in writing/development of tactical marketing plans and strategies
- Developing plans for publicizing various events and programs
- Writing copy for postcards, brochures, flyers, advertisements and other communications with the public
- Writing press releases and preparing media kits
- Assisting event coordinator with all aspects of planning CLP sponsored events
The Children’s Home of Pittsburgh
Hours: 12-15 hours per week
Unpaid/ For Credit

The Children’s Home of Pittsburgh is a non-profit organization that provides adoption services, counseling, and a specialty pediatric hospital striving to promote the health and well being of infants and children through services that establish and strengthen the family. The Children’s Home of Pittsburgh offers a marketing communications and development internship for students pursuing a degree in marketing, communications, public relations or a related field. Interns must display strong writing and computer skills. The duties of an intern can vary and be tailored to specific skills and interests.

Duties and Responsibilities
• Writing for the web site
• Working with and helping to manage volunteers
• Helping to write/edit brochures, press releases, invitations, programs and other print materials
• Creating basic layout and desktop publishing for print materials
• Interviewing, researching, and writing news articles for publication
• Assisting with special events
• Researching foundations and corporations for grants; assisting in grant writing
• Performing administrative tasks, including phone calls, mailings, and business writing, etc.
• Assisting with many aspects of marketing, communications and public relations.

Contact
Tara Stief, Marketing Associate
The Children's Home of Pittsburgh & Lemieux Family Center
5324 Penn Avenue
Pittsburgh, PA 15224
Phone: 412-441-4884 ext. 2046
Email: tstief@chomepgh.org
www.childrenshomepgh.org
Email resume and cover letter
The Greater Pittsburgh Community Food Bank
Hours: 10-15 hours per week
Unpaid/For Credit

The Greater Pittsburgh Community Food Bank is a nonprofit organization that collects and distributes food through a 380+ member network in 11 counties in southwestern Pennsylvania. The food bank solicits donations through fundraising, special events, and community partnerships in order to supply about 21 million pounds of food each year to soup kitchens, food pantries, shelters, Meals on Wheels, and other agencies that help feed the hungry. The internship includes communications, media relations, and event planning.

Requirements
• Writing/communications/journalism background
• Knowledge of desktop publishing
• Good telephone skills
• Sales or marketing experience
• Outgoing and confident manner
• Ability to work well under deadlines and independently

Duties and Responsibilities
• Publishing internal and external newsletters
• Drafting quarterly media/public relations’ schedules
• Preparing press releases, PSA, and requests for photo coverage
• Scanning local newspapers for relevant articles relating to the food bank
• Planning special events

Contact
Mary Getilcore, Communications/Development Coordinator
Greater Pittsburgh Community Food Bank
1 North Linden Street
Duquesne, PA 15110
Phone: 412-460-3663
Fax: 412-460-0418
Email: mgentilcore@pittsburghfoodbank.org
www.pittsburghfoodbank.org
Fax or email resume and cover letter

Luminari, Inc.
Hours: 8-10 hours per week
Unpaid/For Credit

Luminari, Inc. is a new nonprofit organization that aims to maximize the talents of others and bring innovative ideas to life through the implementation of original activities and programs. The organization provides the tools, energy, and personnel necessary to put their plans into action.
Luminari seeks a mature, motivated, and energetic student to serve as a communications intern or a viral marketing intern. Interns have the opportunity to contribute original ideas, written and creative work to the Luminari e-newsletter “Lumos!”

Communications and Viral Marketing Internship Duties and Responsibilities
- Researching, writing, and compiling data
- Managing external communications and assisting with website administration
- Assisting with event coordination
- Maintaining media relations and good relations between the organization and the community
- Assisting with blog administration and managing social media
- Performing routine office tasks and other related duties

Contact
Hilda Pang Fu, President
Luminari
P.O Box 81603
Pittsburgh, PA
Phone: 412-877-1888
Email: luminari@luminari.org
http://www.luminari.org/

Make-A-Wish Foundation
Hours: Flexible
Unpaid/For Credit

The Make-A-Wish Foundation is a nationally recognized nonprofit organization. The organization’s mission is to fulfill the wishes of children diagnosed with life-threatening illnesses. The Greater Pennsylvania and Southern West Virginia chapter offers a marketing and communications internship for students looking for experience in the non-profit arena and interested in gaining writing and event planning experience. The internship requires students with excellent phone and writing skills.

Duties and Responsibilities
- Maintaining and updating media and photo archives
- Creating write-ups of fulfilled wishes for general use and distribution
- Writing press releases and articles for newsletters
- Assisting with promotional events
- Organizing community relations and outreach programs

Contact
Brittany Youngman
707 Grant Street, 37th Floor
Pittsburgh, PA 15219
The National Kidney Foundation Serving the Alleghenies (NKFALL) is one of the 50 affiliates of the NFK. It is a nonprofit voluntary health organization that seeks to prevent kidney and urinary tract diseases, improve the health and well being of individuals and families affected by these diseases, and increase the availability of all organs for transplantation. NFKALL offers a variety of internship opportunities preferably for junior and senior college students who are interested in communications and writing.

**Duties and Responsibilities**

- **Development and Special Events Internship Responsibilities**
  - Work with both the special events department and programming departments.
  - Assist with advertising and marketing efforts, mailing lists, announcements, development of flyers, invitations, and forms
  - Prepare press kits and assist with news releases
  - Write and edit for NKFALL’s bi-annual newsletter

- **Social Media/Community Outreach Internship Responsibilities**
  - Monitor NKFALL social media accounts daily
  - Research and implement new social media trends
  - Assist with creation of community outreach materials
  - Assist with volunteer recruitment

Visit the Contact Us section of www.kidneyall.org to get a detailed description of these positions and more.

**Contact**

Erin Tuladzieck, Regional Development & Communications Manager
National Kidney Foundation Serving the Alleghenies
3109 Forbes Avenue, Suite 101
Pittsburgh, PA 15213
Phone: 412.261.4115 ext. 17
Fax: 412.261.1405
Email: erin.tuladzieck@kidney.org
Email, fax, or mail cover letter and resume
Pitt Office of Institutional Advancement
Hours: 12-15 hours per week
Unpaid/For Credit

Pitt’s Office of Institutional Advancement (OIA) is responsible for all fund-raising tasks for the University. The office aims to maintain active involvement and relationships with Pitt alumni. OIA assists in planning major contributions to the University through the Planned Giving Department. According to the mission, OIA participates in a number of other efforts to “advance the University of Pittsburgh in coordination with the needs of the students and faculty of the University’s many schools and programs.” It offers an internship in the Communications and Public Relations Department where interns can gain experience in the fields of nonprofit and fundraising.

Duties and Responsibilities
• Writing for the web site
• Writing brochures, press releases, invitations, programs and other print materials
• Creating basic layout and desktop publishing for print materials
• Interviewing, researching, and writing news articles for publication
• Assisting with special events
• Assisting in grant writing for foundations and corporations
• Assisting with administrative tasks, including phone calls, mailings, and business writing
• Assisting with other aspects of communication and public relations, as needed

Requirements
• Communications, English, Business, or related major
• Superior written and verbal communications skills
• Proficiency in Windows operating system and Microsoft Office
• Knowledge of Mac operating system and Adobe software (helpful but not necessary)
• Graphic design experience (helpful)

Contact
Susan Zavage Grivnow, Public Relations Coordinator
200 South Craig Street
500 Craig Hall
Pittsburgh, PA 15260
Phone: 412-624-5830
Fax: 412-624-3911
Email: srzavage@pitt.edu
www.giveto.pitt.edu
Submit your resume and cover letter via email

Storehouse for Teachers
Hours: 20 hours per week
Founded in 2009, Storehouse for Teachers (SFT) is a nonprofit organization that strives to significantly enhance learning opportunities for students throughout southwestern Pennsylvania and strengthen teacher effectiveness by ensuring that they have the school supplies that they need. SFT offers a writing internship to students looking to develop practical experience in the nonprofit arena.

Requirements
- Excellent written and verbal communication skills
- Energetic, motivated, and flexible
- Able to work independently and under deadlines

Duties and Responsibilities
- Developing website
- Working with social media and internet marketing
- Assisting with projects that require writing
- Communicating with major stakeholders

Contact
Kathering Harrell, Director of Communications and Program Development
Storehouse for Teachers
281 Corliss Street
Pittsburgh, PA 15220
Phone: 412-922-6500
Email: Katherine@storehouseforteachers.org
Send resume, cover letter, and at least two writing samples

JOURNALISM

Biz Chicks
Hours: Flexible
Unpaid/For Credit

Biz Chicks is a new online magazine for the professional woman. The magazine offers a female perspective and advice on topics including business, careers, lifestyle, health and wellness, eco-friendliness, food and wine, and women’s empowerment and leadership issues. The website connects professional women from a variety of backgrounds through blogging, interviews, and social networking. Biz Chicks is looking for aspiring journalists with an interest in issues important to women. Interns must be proficient in WordPress, Photoshop, and Illustrator. The new organization seeks creative, news savvy interns who are eager to contribute.

Duties and Responsibilities
• Writing articles on Biz Chick topics
• Assisting with editing of newsletters
• Assisting with projects involving writing
• Researching and interviewing
• Assisting online editors with website management
• Editing blog submissions
• Corresponding with blog contributors

Contact
Biz Chicks
535 Smithfield Street
Suite 1300
Pittsburgh, PA 15222
info@bizchicks.org
bas@muslaw.com
http://bizchicks.org
Send resume and statement as to why you would like to be a part of the Biz Chicks online team to both emails above.

ETHNOLOGY: An International Journal of Cultural and Social Anthropology
Hours: 10-15 hours per week
Unpaid/ For Credit

ETHNOLOGY is a peer-reviewed journal whose content focuses of aspects of cultural anthropology and theoretical and methodological discussions. Pre-press operations include reviewing submissions, editing, copyediting, and managing subscriptions, website, and e-journal. A University of Pittsburgh publication, ETHNOLOGY offers an editorial internship for students interested in learning the inner workings of an academic publication. They prefer junior or senior English majors with excellent proofreading skills and proficiency in Microsoft Word. The editorial intern will assist the Editor-in-Chief and Managing Editor with journal operations, with a focus on copyediting articles for publication.

Contact
Katherine A. Lancaster, Managing Editor
ETHNOLOGY
Department of Anthropology
University of Pittsburgh
3310 Posvar Hall
Pittsburgh, PA 15260
Phone: 412-648-7503
Email: ethnolog@pitt.edu
http://www.pitt.edu/~ethnolog/
Send a cover letter and resume via email or mail
**Pittsburgh City Paper**  
Hours: 10 hours per week  
Unpaid/For Credit

*City Paper* offers an internship through the Arts and Entertainment and News sections of the paper, providing students with an opportunity to report and write stories, and to gain hands on experience in the world of journalism. *City Paper* seeks an individual who is passionate about writing and reporting and looking to learn and gain experience. “We're not interested in candidates who simply want to pad out their resume so they can get jobs in PR,” according to the paper’s internship page. Interns work closely with editors and get detailed feedback on their stories. Applicants should have some published clips to show from a student newspaper or elsewhere and ideally a recommendation from an instructor.

**Duties and Responsibilities**

- Writing at least one shorter piece a week, in addition to longer pieces published periodically.
- Writing numerous short items covering the range of the local arts scene each week, with longer pieces published periodically.

**Contacts**

Charlie Diech, News Editor/ Bill O’Driscoll, Arts and Entertainment Editor  
*Pittsburgh City Paper*  
650 Smithfield Street  
Suite 2200  
Pittsburgh, PA, 15222  
Phone: 412-316-3342  
Fax: 412-316-3388  
Email: cdeitch@steelcitymedia.com, driscoll@steelcitymedia.com  
www.pittsburghcitypaper.ws/gyrobase/index

**Pitt Magazine**  
Hours: 15-20 hours per week  
Unpaid/For Credit

*Pitt Magazine* is a quarterly publication, produced by the Office of Public Affairs at the University of Pittsburgh. The magazine targets the Pitt alumni population. The magazine profiles the lives of Pitt alumni, distinguished faculty, and other University-related news. The office, located right on the University campus, offers flexible scheduling for students. Interns have the opportunity to develop their professional portfolios as they produce several published clips ranging from book reviews to profiles.

**Duties and Responsibilities**

- Writing non-fiction articles that demonstrate creative use of scene, character development, commentary, and other elements of good storytelling.
• Generating story ideas
• Proofreading and fact-checking
• Gathering photographs

Contact
Cara J. Hayden, Senior Editor
400 Craig Hall
Pittsburgh, PA 15260
Phone: 412-624-4147
Email: cjh3@pitt.edu
www.pittmag.pitt.edu/
Send resume and three writing samples via email

Pittsburgh Magazine
Hours: 10-20 hours per week
Unpaid/For Credit

Pittsburgh Magazine is a monthly publication that explores the culture of Pittsburgh. It features stories covering topics such as food, fashion, shopping, sports, and current events. The magazine offers an editorial internship where students gain insight into and experience with the editorial process of a magazine. While the internship mainly consists of conducting research and fact checking articles for the magazine and its special publications, Pittsburgh Weddings, City Guide, and, HOME Magazine, exemplary interns get the opportunity to contribute written pieces to the magazine, website, or e-newsletters.

Requirements
• Communications, journalism, nonfiction writing, English, or other related majors.
• Organized and self-driven
• Eye for detail
• Strong writing skills
• Comfortable with Microsoft Office Suite
• Experience with Adobe (preferable but not required)

Duties and Responsibilities
• Fact-checking articles
• Contributing to the magazine, web, and e-newsletters if opportunity arises
• Researching topics for future articles

Contact
Kristina Martin, Assistant Editor
Washington’s Landing
600 Waterfront Drive, Suite 100
Pittsburgh, PA 15222-4795
Phone: 412-304-0914  
Email: kmartin@pittsburghmagazine.com  
www.pittsburghmagazine.com  
Send resume, cover letter, and writing sample  

**PITTMED Magazine**  
Hours: Flexible  
Unpaid/For Credit  

*PITTMED* is a quarterly publication produced by the University of Pittsburgh School of Medicine. With a circulation of over 21,000, its readers include a wide range of alumni, physicians, scientists, potential donors, and local, state, and federal legislators. The magazine tells stories of scientific discovery and achievement and profiles prestigious members of the medical field. Editorial interns at *PITTMED* get an inside, hands-on look into every facet of magazine production. Interns must demonstrate excellent reporting and writing skills. While working with editors to shape and create stories, interns can earn opportunities for publication.  

**Duties and Responsibilities**  
- Interviewing physicians, scientists, and alumni  
- Writing about complex scientific concepts in ways that will interest a general audience  
- Searching for photographs  
- Participating in editorial and production planning meetings  
- Conducting research on alumni and faculty  
- Updating databases and fact checking  

**Contact**  
Joe Miksch, Senior Editor  
400 Craig Hall  
Pittsburgh, PA 15260  
Phone: 412-624-4350  
Email: jmiksch@pitt.edu  
http://pittmed.health.pitt.edu/  
Send resume, cover letter, and at least three writing samples  

**Whirl Magazine**  
Hours: 10-15 hours per week  
Unpaid/For Credit  

*Whirl Magazine* is a lifestyle magazine that features stories on fashion, health, dinning in Pittsburgh and a variety of other topics. The magazine offers an not and before editorial internship position where students can see how the magazine is put together.
Duties and Responsibilities

- Fact checking and research for current and future articles
- Creating write-ups for events
- Clerical work and database entry

Contact
Katie Mavrich, Magazine Editor
150 Reedsdale Street, Suite 202
Pittsburgh, PA 15233
Phone: 412-431-7888 ex. 301
Email: kmavrich@whirlmagazine.com
www.whirlmagazine.com
Send resume, cover letter, and writing samples

PUBLISHING

Spindle Publishing Company, Inc.
Hours: 15-20 hours per week
Paid (per hour and for college credit)

Spindle Publishing Company specializes in producing local, national and international resource publications targeting a variety of audiences in a variety of markets. The company produces over 25 publications each year such as, the Young Professional’s Guide to Pittsburgh Living, Student Guide to Pittsburgh, and International Student Guide to the U.S.A. Spindle offers an internship in their marketing and sales department where interns can experience all aspects of publishing and sales. The company seeks self-motivated, responsible, and articulate interns who are looking to pursue a career in sales and marketing. Qualified interns who show initiative are considered for continued employment at Spindle.

Requirements

- Business, marketing or communications majors with marketing and advertising emphasis.
- Knowledge of word processing programs
- Knowledge of desktop publishing software (desirable)

Duties and Responsibilities

- Leading research efforts
- Organizing distribution
- Initiating business correspondence
- Performing editorial research
- Assisting publication managers in sales and marketing efforts

Contact
Jennifer Rogers
Spindle Publishing Company
SterlingHouse Publisher
Hours: 15-20 hours per week
Unpaid/For Credit

SterlingHouse Publisher is a small but specialized publishing company whose titles are represented worldwide. SterlingHouse provides an opportunity for students to learn about the publishing industry. Students gain experience in various areas of publishing including book production, promotion and publicity, editing, marketing, distribution, layout, design packaging and typesetting. SterlingHouse accepts interns throughout the year based on availability.

Requirements
- Eager to learn and highly motivated
- Results-oriented and responsible
- Organized

Contact
Cynthia Sterling, Publisher and CEO
SterlingHouse Publisher, Inc.
3468 Babock Blvd
Pittsburgh, PA 15237
Phone: 412-837-2425
Email: csterling@sterlinghousepublisher.com
www.sterlinghousepublisher.com
Send resume and then contact Cynthia

MARKETING AND PUBLIC RELATIONS

Branding Brand
Hours: Minimum of 10-15 hours a week
Unpaid/For-Credit (possibility to earn educational stipend)

Branding Brand is a marketing and public relations company located right in the heart of Oakland. The company focuses mainly on online marketing, social media marketing, and search
engine optimization. Branding Brand has worked with a wide variety of companies including Steve Madden, Dicks Sporting Goods, Pepsi, and the Vitamin Shoppe. Branding Brand offers a journalism and public relations internship for individuals interested in gaining a wide range of skills and experiences related to online marketing, writing, and public relations. Branding Brand claims to have a fun and creative work environment and interns have the opportunity for full-time employment consideration.

**Requirements**
- Minimum 3.0 GPA
- Journalism, business, writing or related major (preferably)

**Duties and Responsibilities**
- Writing press releases
- Building relationships and corresponding with website owners and bloggers
- Search engine optimization

**Contact**
Joe Rahimi, Managing Director
Branding Brand
3710 Forbes Avenue
Pittsburgh, PA 15213
Email: joey@brandingbrand.com
www.brandingbrand.com
Email your resume, Facebook link, and a few lines about why you think the position is right for you

**Carlow University**
Hours: Flexible
Unpaid/For Credit

Carlow is a small, four-year, Catholic university primarily for women, located in the Oakland section of Pittsburgh. Carlow offers a media and public relations internship under the division of University Communications and Community Relations. This internship provides students with an opportunity to gain hands-on experience working with public relations professionals. Experience in photography is helpful but not required. Interns work in a small department where supervisors encourage self-initiated projects as well as suggestions and ideas from interns. Students have the opportunity to have their clips appear in Carlow publications.

**Duties and Responsibilities**
- Writing press releases
- Writing articles for internal publications
- Managing databases
- Researching potential stories for both internal and external audiences
For more information about the media internship or to apply contact
Drew Wilson, Assistant Director of Communications and Community Relations
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
Phone: 412-578-2095
Email: wilsonag@carlow.edu
www.carlow.edu

FSC Marketing Communications
Hours: Varies
Unpaid/ For Credit

FSC is a full-service marketing communications firm whose professional services include account planning, creative services/graphic design (print, web, multimedia, radio and TV), CRM/direct marketing, marketing consulting, market research, media services, sales promotion, tradeshows, packaging, interactive, and public relations. FSC conducts an internship program where interns have the opportunity to design the program to meet their specific needs. Under the supervision of an appropriate staff member, interns are evaluated on their ability to meet project deadlines, produce deliverable results on assigned tasks, and work in cooperation with staff and other associates.

Requirements
• Must be studying business, marketing, advertising, communications, public relations or a related major
• Must be second semester college seniors and recent graduates with full-time availability and previous internship or agency experience to be considered for the account associate program.
• Incoming seniors with full-time summer availability may also be considered
• PC proficiency/software knowledge of Microsoft Office

Duties and Responsibilities
• Conducting demographic, market, industry and competitor research
• Participating in brainstorming sessions, client meetings and conference calls
• Writing conference/action reports and press materials
• Maintaining media relations and developing media lists
• Planning and coordinating events for FSC clients
• Helping to coordinate and develop new business pitches
• Assisting in implementing marketing plans
• Organizing future internship projects
• Monitoring media outlets for relevant articles
• Assisting with general administrative tasks (including reception duties)

Contact
LarsonO’Brien Marketing Group
Hours: 10-15 hours per week
Unpaid/For Credit

LarsonO’Brien Marketing Group is a medium-sized advertising and public relations agency specializing in the architectural and building industries. The company produces communications that seek to reach and persuade architects, designers, builders, and contractors to buy specific products and services. LarsonO’Brien offers advertising and public relations internships for students with strong writing skills and knowledge of the AP stylebook. Interns have the potential to create an assortment of publishable clips in a variety of publications targeting architects.

Duties and Responsibilities
• Researching and writing various public relations materials (press releases, fact sheets, data sheets, and feature articles)
• Copywriting

Contact
Nick Murosky
412-831-1959 Ext. 123
Nick@LarsonObrien.com
www.larsonobrien.com

Markowitz Communications
Hours: Flexible
Unpaid/For Credit

Markowitz Communications is a small public relations and marketing firm in Pittsburgh. They represent clientele that range from the local to the national level. The company handled the PR for the openings of the CONSOL Energy Center and Cirque De Soleil in Pittsburgh. Their goal is to “maximize clients’ exposure while minimizing their expenditures,” through press releases,
event planning, advertising campaigns, and promotions. Markowitz offers two to four public relations internships per semester. Because of the company’s small environment, if motivated, students have the opportunity to be highly involved in the workings of the organization.

Requirements

• Excellent written and verbal communications skills
• Strong social media skills
• Knowledge of PR writing with the ability to write simply yet effectively

Contact
Steve Pearson
Markowitz Communications
The Cigar Factory
2740 Smallman St., Suite 511
Pittsburgh, PA 15222
Phone: 412-577-5140
Email: steve@markowitzcommunications.com

SPORTS

Pittsburgh Penguins
Hours: 10-15 hours per week
Unpaid/For Credit

Pittsburgh’s National Hockey League team offers an internship in its Media Relations department for college juniors or seniors interested in gaining experience in sports media and public relations. Candidates must be available to work most or all Pittsburgh Penguin home games and have experience with Microsoft Excel. Interns must possess excellent editing and typing skills and display the ability to act in a professional manner.

Duties and Responsibilities

• Recording and compiling individual players’ stats and updating them before each game for distribution in the press box
• Recording head coaches’ (home and visiting) post-game press conferences and providing a transcript for distribution to the media
• Distributing stats, game notes, news clippings, and news releases for the media and team management in the press box
• Distributing coaches’ quotes, stats, and out-of-town scores to both teams and all media
• Interacting with executives of the Pittsburgh Penguins Hockey Club
• Visiting team personnel and local and national media outlets

Contact
**Pittsburgh Sports Report**

Hours: Flexible  
Unpaid/ For Credit  

The *Pittsburgh Sports Report* (PSR) is a growing, monthly publication that covers the western Pennsylvania region’s professional and collegiate sports scene. PSR now publishes the monthly sports tabloid *Pittsburgh Sports Report*, and the monthly magazine for parents of young athletes, *KidSports Magazine*. PSR features interviews with sports personalities, as well as previews. PSR offers an internship to students interested in gaining writing experience. Interns must have excellent writing skills and display a desire to learn and tailor their writing styles for each PSR publication. Because it is a small company, interns play a vital role in the success of PSR. The PSR website states, “Interns will be given the chance to contribute at close to the same level as many of our more experienced freelance writers.”

**Duties and Responsibilities**

- Handling several stories for the publications and website, which may include sidebars, compiled lists, Q&A pieces, short articles or feature stories
- Completing assignments independently and according to deadlines
- Conducting interviews both over the phone and in person

**Contact**

Tony Defazio, Editor  
*Pittsburgh Sports Report*  
3 South Linden Street  
Duquesne, PA 15110  
Phone: 412-680-9947  
Email: Tdefazio@psrpt.com  
www.pittsburghsportsreport.com/

**University of Pittsburgh Department of Athletics**

Hours: 10-15 hours per week  
Unpaid/For Credit  

The University of Pittsburgh Department of Athletics is the sources for all of Pitt’s athletic endeavors. The department strives to be the best athletic program in the Big East Conference and serve as a source of pride for the University and the City of Pittsburgh. Pitt Athletics offers
an internship with the media relations office to motivated students with an interest in both athletics and communications. This highly involved internship offers students the opportunity to gain experience in the world of media relations.

**Duties and Responsibilities**

- Writing press releases
- Designing game-day programs
- Preparing press conferences
- Assisting with game-day operations

**Contact**
Sophia Duck, Assistant Athletic Media Relations Director
Peterson Events Center
Pittsburgh, PA 15213
Phone: 412-648-8240
Email: sduck@athletics.pitt.edu

**TELEVISION AND BROADCASTING**

**WQED Multimedia**
Hours: 10-15 hours per week
Unpaid/For Credit

WQED Multimedia creates, produces and distributes programs, products and services to engage, inform, educate and entertain the public within the community and around the world. It is the parent company of local programming such as the Public Broadcasting System (PBS) and WQED-FM Pittsburgh radio and a number of local and national television and radio productions serving viewers throughout Southwestern Pennsylvania. WQED offers two internships where students can gain experience in writing and marketing.

**Development Internship**

**Qualifications**

- Well-organized, good writing skills, and eye for detail
- Self-directed and able to follow through independently on assigned tasks
- Proficient in Microsoft Work, Excel and Internet research. Database and spreadsheet experience necessary

**Responsibilities**

- Assist with writing and editing campaign and publication materials
- Assist with production and execution of donor cultivation mailings
- Attend development meetings and contribute ideas/opinions
- Assist with management of donor database and filing
- Assist with WQED Multimedia special events
- Assist with acknowledgement letters for major donors
- Assist with member services and other department activities as needed

Marketing Intern
Qualifications
- Excellent oral and written communications skills
- Desire to learn and confidence to ask questions
- Skill in customer relations
- Knowledge of Microsoft Office Suite

Responsibilities
- Conduct research related to marketing department projects
- Maintain select programming feedback in an Excel database and create reports as assigned
- Assist with community engagement activities
- Assist in writing press releases and other items as assigned

Contact
WQED Multimedia
4802 Fifth Avenue
Pittsburgh, PA 15213
Phone: 412-622-1370
Email: interns@wqed.org
www.wqed.org
Send resume and cover letter to email above

WTAE-TV
Hours: 8-10 hours per week
Unpaid/For Credit

WTAE is a local television station in Pittsburgh and home to Channel 4 Action News. The station offers internships in several departments where students have an opportunity to practice their interest in a variety of fields. Applicants must be of Junior or Senior status, eligible to receive college credit, and taking courses related to communications and broadcasting.

News Internship Responsibilities
- Handling press releases
- Attending story conference meetings
- Communicating with viewers about news coverage or complaints
- Accompanying reporters on assignments
- Selecting sound bites for the producer when necessary
Sales and Marketing Internship Responsibilities

• Preparing and accompanying Account Executives on sales presentations
• Writing/managing advertiser contracts
• Assisting National Sales Manager with contract spot placement
• Working with NSI metering and ratings information
• Creating special project proposals
• Managing special projects video library

Contact
WTAE-TV Internship Program
400 Ardmore Boulevard
Pittsburgh, PA 15221
Phone: 412-242-4300
www.wtae.com
Submit a current resume along with letter stating your desired internship position, a list of courses completed to support the area of interest, term desired, and number of credits needed for internship.

ANIMALS AND OUTDOORS

Allegheny Land Trust
Hours: 20-25 hours per week
Unpaid/ For Credit

Allegheny Land Trust (ALT) is an organization that focuses on land conservation and stewardship in the Allegheny region. The trust aims to protect Allegheny’s treasured scenic character, preserving local open spaces and unique plant and animal habitats. ALT offers an internship in their communications department where interns assist with the internal and external communications including media relations, online outreach, newsletter production and other outreach activities.

Requirements

• Strong project management and organizational skills
• Excellent oral and written communications skills
• Ability to work well independently and as part of a team
• Proficiency in MS Office Suite, Publisher and HTML; database experience
• Availability to work some nights and weekends
• Valid drivers license and transportation (gas expenses are reimbursed at the federal rate)
• Ability to multitask

Duties and Responsibilities

• Distributing issues of VISTAS, a ALT publication, to public facilities and local municipalities
• Maintaining the VISTAS archive, online materials and media database
• Developing an information packet regarding camping, hunting, geocaching and other recreational guidelines that can be easily accessed online or distributed
• Creating an online directory of ALT members, supporters, volunteers etc.
• Updating property kiosks and delivering brochures
• Tracking media coverage
• Assisting with special event set up and planning as needed Table ALT
• Drafting articles for newsletters and press releases as needed
• Updating web pages and ALT social media
• Organizing a photo documentation database for public use

Contact
Leanne Bloor, Development and Operations Coordinator
Allegheny Land Trust
The Car Barn Shops
409 Broad Street, Suite 206 A
Sewickley, PA 15143
Email: lbloor@alleghenylandtrust.org
www.alleghenylandtrust.org/
Submit cover letter, resume and two short writing samples directly via email

Humane Society of Western Pennsylvania
Hours: 10-15 hours per week
Unpaid/For Credit

The Western PA Humane Society is a chapter of the nation’s largest animal protection agency, providing animal shelters that help more than 13,000 animals annually. The Human Society works to reduce suffering and improve the lives of all animals by advocating for better laws, investigating animal cruelty, encouraging corporations to adopt animal-friendly policies, conducting animal rescue and emergency response, and providing direct care for thousands of animals at emergency shelters, wildlife rehabilitation centers, and mobile veterinary clinics. The Western PA Human Society seeks a journalism/writing intern who is detail oriented and open to receiving feedback and who possesses good writing, grammar, and proofreading skills.

Duties and responsibilities
• Researching and writing articles for the quarterly newsletter, Pets & People
• Brainstorming interesting article topics
• Interviewing adopters, members, donors, and/or volunteers
• Creating compelling articles that will appeal to animal lovers
• Editing and proofreading final version of newsletter

Contact
Allison Sanders, Director of Development
Western PA Humane Society
1101 Western Avenue
Pittsburgh, PA 15233
Phone: 412-321-4625
Email: Allison.sanders@wpahumane.org
Email resume, cover letter, and two writing samples