



## **Fall 2011 Internships**

### **Purpose**

The purpose of the Waller & Company Public Relations intern program is to educate and introduce eager candidates to our evolving profession. Waller interns will garner hands-on, professional experience working alongside knowledgeable team members on diverse public relations campaigns. Interns will assist in research, writing, and media relations planning and execution for a variety of clients.

### **Qualifications**

Applicants should be juniors or seniors working toward a degree in public relations, journalism or communications.

Applicants must possess a strong knowledge of AP writing style and exhibit strong organizational and interpersonal skills. Previous internship experience is a plus.

### **Compensation**

Waller will work with students and their professors for applicable college credit.

### **Time Commitment**

Fall internships begin in September. Interns work 12 to 18 hours per week for a minimum of 12 weeks at our midtown Tulsa office. Specific hours and days of the week are flexible.

### **Top 10 Intern Responsibilities and Activities**

1. Assist as needed with entry-level PR tasks associated with various client projects, frequently communicating your progress and challenges to account leaders.
2. Write basic press releases, fact sheets and copy for client projects.
3. Conduct online research for Waller, clients and potential projects and prepare reports on findings.
4. Maintain updated local, regional, national and trade media lists.
5. Monitor and clip publications for Waller and client media hits.
6. Help with administrative work as needed. This may include, but not be limited to filing, making copies, and answering, screening and routing in-bound phone calls.
7. Attend local Public Relations Society of America (PRSA) meetings if available (Waller pays).
8. Update information in the firm's contact database.
9. Arrive on time, dressed professionally for your scheduled shift.
10. Maintain a clean, organized workspace.

### **Interested Candidates**

Please email a cover letter, résumé and writing samples to [Rhonda@wallerpr.com](mailto:Rhonda@wallerpr.com) by Friday, Aug. 5. No phone calls, please.