



LAKE COMMUNICATORS MARKETING COMMUNICATIONS INTERNSHIP APPLICATION 2012 --- \$1500 Scholarship

Lake Communicators is a professional development group for individuals who live, work or serve clients in Lake County. The organization is committed to keeping its membership aware of the newest and most challenging changes in the world of marketing communications and to assist in developing the education and skills of young men and women coming into the field of visual and written communications. To that end, this unique internship opportunity was created.

IMPORTANT DATES:

January 31, 2012: Application deadline

February 22-28, 2012: Interviews – in person or via Skype

March 5, 2012: Internship notification – Internship may take place between March-December, 2012.

March-June, 2012: Introduction of recipient to Lake Communicators' members at a monthly luncheon in this time period; 2nd Wednesday of each month.

APPLICATION

Applicant must be a Lake County, Ohio resident or a child of a Lake Communicators' member in good standing residing in or outside of Lake County, Ohio.

PLEASE TYPE OR PRINT LEGIBLY, using BLACK or BLUE INK.

YOU MUST EMAIL OR ATTACH A RESUME AND TRANSCRIPT WHEN SUBMITTING APPLICATION.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ CELL _____ HOME PHONE _____

*Indicate best number/time to reach you _____

College Currently Attending _____ GPA _____ Counselor's Name _____

Intended Major _____ Minor _____

Note: your resume should include all activities (in-school and community-based) that you have participated in during your high school and college years to date that showcase your volunteer or professional experience relative to leadership or marketing communications skills. Please also list any recognition or honors (including scholarships) you have received during your high school or college career (you may use the back of this sheet to complete this section if required).

Lake Communicators' Internship Application
Page 2

Employment history: please list most current first.

What two or four-year college or university do you attend? _____

Why did you select this college?

What marketing communications activity have you participated in that has been the most interesting or impactful?

What value do you feel the marketing communications field contributes to the success of a business?

How can you best prepare yourself for a career in Marketing Communications?

Lake Communicators' Internship Application
Page 3

How will this scholarship assist you in pursuing your goals?

What technology/software are you familiar with?

Match Lake Communicators' business to your Interest: Below are Lake Communicators' businesses that have applied for a college intern for 2012. Please SELECT Choice #1 and #2 from this list in order that our selection committee can best match the selected Intern to the Business.

_____ **TNT Publications** is a local, niche multimedia company with publications, websites, newsletters and social media. Our brands include parenting, running/cycling/multisports, small business and country shopping. Depending on interest, the successful candidate could write features, take photographs, update/post content to our website, newsletter or Facebook page, help in our production department with page or ad design and assist with PR/marketing. Work hours: 9:00-5:00, weekdays unless other arrangements are needed. Internship period: 8 weeks anytime after recipient is notified of selection. www.NEOhioFamily.com

_____ **Laketran** serves over 700,000 riders each year and is Lake County's regional public transportation system offering local fixed route, Dial-a-Ride and Cleveland commuter bus services. The Laketran summer 2012 marketing & promotions internship would assist in promotions including events, social media (e-newsletter copywriting, contests on Facebook) and the design of a new marketing campaign to be launched in summer of 2012 following a comprehensive market analysis to be completed in spring 2012. The campaign may include photo or video testimonials, designing social media engagement strategies and traditional radio, print and online media. Work hours: M-F 8:00-4:30. Flexible hours will include some weekends. Internship period: mid-June for 8 weeks. www.laketran.com

_____ **Great Lakes Mall** is a major Northeast Ohio shopping destination, features department store favorites, including Dillard's, Macy's, JCPenney and Sears, and over 100 specialty stores. The intern would assist the Director of Marketing & Business Development and Marketing Assistant in completing and planning for detail-oriented tasks and events. Work hours: 8:30-5:30, regularly scheduled work hours; likely begin at 9:00 a.m. with end time flexible. Internship period: 8 weeks anytime after recipient is notified of selection. www.ShopGreatLakesMall.com

_____ **Lake Metroparks** annually provides nearly two-and-a-half million visitors with countless recreational and educational experiences while protecting watersheds and open space. The Intern will assist in many facets of the marketing operation: Public Relations, Website, Promotions, Publications, Social Media, Corporate Sales and Development, Volunteer and Design (work with in-house designer). Work hours: 8:00-4:30, M-F. Offsite and in-park promotions on weekends. Schedule to be flexed accordingly. Internship period: 8 weeks, summer is preferred. www.lakemetroparks.com

Lake Communicators' Internship Application
Page 4

I affirm that the above information is true and accurate to the best of our knowledge. I acknowledge that Lake Communicators may, in its decision-making process, seek to verify any and /or all parts of this information and that falsification of any information will disqualify me for the award.

APPLICANT SIGNATURE _____ DATE _____

Application Deadline: January 31, 2012.

If you complete the application online, please remember that you need to email your resume and a copy of your transcript to the Internship Chair or Mail Application, Resume and Transcript to:

Erica J. Kosinski, Internship Chair
71 Ridgecrest Drive
Painesville, OH 44077
Email chair at ejk56@roadrunner.com

Note: You will receive a confirmation email. The Intern application is not complete without the completed application form, resume and transcript. Thank you.