



Public Relations Internship Program

Main Objectives of The Internship Program

To train and develop interns into becoming public relation proficient professionals over the course of an 8 week period.

Through instructional means execute a designed curriculum within the time line of projects and assignments given to an intern over the course of minimum of 8 weeks.

Execute alternative media communications publishing through productive and relevant media channels.

Compensation

Completed Works And Projects Will Appear In Publications Associated With The Digital Conglomerate Magazine Inc.

College Level Coursework Credit

Teams Which Define The Scope Of The Internship

Writers Focus Team

Written Assignments

Team Objectives:

Develop Journalists,
Bloggers, Editors

Develop Daily Topical
Review Writing Skills

Concept Branding & Team Development

Team Objectives:

Develop Ideas To Better Market A Potential
Product of Service

Concept Development

Client Management

Street Team / Field PR

Written Assignments

Team Objectives:

Distribute Online / Offline
Marketing Materials

Coordinates Online
Promotion With
The IT- Administration Team

IT - Administration Team

Team Objectives:

Maintain Intern Portals

Database Management

Learn Basic Computer Coding Languages

Manages and Coordinates Street Team
Communications

Research Team

4 Written Assignments
(Individual Research Papers)

Team Objectives:

Identify Current Market Trends

Research innovative media driven technology

Create Constructive Criticism Through
Research of Topical Issues

How To Apply

Prospective interns must email thedigitalconglomerate@gmail.com and the subject line must read “Public Relations Internship Program”. Forward resume along with contact information and a brief description of one’s personal focus area within the public relations field.

Start Date: Immediate

End Date : 60 Days

Interns will primarily communicate with directors and staff of The Digital Conglomerate Magazine Inc. via the internet unless the intern is instructed to attend a conference call. After being accepted into the internship program interns will receive an email that will outline and explain communications and internship protocols between the intern and staff of The Digital Conglomerate Magazine Inc. In the event of an emergency the agency CEO or President can be reached via office numbers 210-701-0250 or 210-701-0143. Interns may also leave a voicemail message at 206-279-1712.

Breakdown of Credit Hours Per Focus Area

3 Hours – Writing Team

3 Hours – Research Team

3 Hours – Branding Design Team

2 Hours – Concept Development Team

2 Hours – Street Team / Field PR

1 Hour - IT / Administration

*Interns are assigned a minimum of 10 focus hours per week.

*Interns will be assigned to have hours within the range of all 3 focus area hour ranges on a week to week basis.