



### Internship Application

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell : \_\_\_\_\_

Permanent Street Address: \_\_\_\_\_

Permanent City: \_\_\_\_\_ Permanent State: \_\_\_\_\_

Permanent Zip Code: \_\_\_\_\_ Permanent Telephone #: \_\_\_\_\_

Contact Email: \_\_\_\_\_

1) Have you participated in an Internship Program previously? (circle one)

Yes No

2) Are you a resident of the United States? Yes No

\_\_\_ I am a citizen of the United States.

\_\_\_ I am not a citizen of the United States, but I have permanent residency status.

3) Ethnicity (OPTIONAL)

Please Select:

\_\_\_ American Indian/Native American

\_\_\_ Asian American

\_\_\_ African-American

\_\_\_ Caucasian

\_\_\_ Hispanic/Latino

\_\_\_ Multiethnic/Multiracial

\_\_\_ Other (Please Specify): \_\_\_\_\_

4) Will you have the use of an automobile?

Yes No

Education Information

Please Select One:

\_\_\_ Completed sophomore year, entering junior year full time

\_\_\_ Completed junior year, entering senior year full

\_\_\_ Will complete senior year

\_\_\_ Completed senior year

\_\_\_ Completed senior year and not planning on attending graduate school

\_\_\_ Attending graduate school

\_\_\_ Other (Please fill in below)

Other (Please Specify):

\_\_\_\_\_

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Undergraduate School: \_\_\_\_\_  
# of Years Attended: \_\_\_\_\_ Graduation Date (mo/yr): \_\_\_\_\_  
Degree: \_\_\_\_\_ Major: \_\_\_\_\_  
Cumulative GPA: \_\_\_\_\_

Graduate School: \_\_\_\_\_  
# of Years Attended: \_\_\_\_\_ Graduation Date (mo/yr): \_\_\_\_\_  
Degree: \_\_\_\_\_ Major: \_\_\_\_\_  
Cumulative GPA: \_\_\_\_\_

5) Do you want to earn credit for your internship? (circle one)

Yes No



## **Internship Information**

Please review the descriptions below to determine the advertising agency departments that are of greatest interest to you.

### **Account Management**

The account manager oversees the advertising business that has been assigned to the agency and is ultimately responsible for the quality of service the client receives. An effective account manager develops a thorough knowledge of the client's business, acts as a liaison between the client and the agency staff, and ensures the final product is profitable and effective. Strong general-business skills, excellent communication skills, strong leadership experience, and organizational skills are required.

### **Creative (Copywriter or Art Director)**

The creative department is responsible for developing the ideas, images, and copy that initiate ads. While many people in the agency contribute to the process, the creation and production of advertising is mainly the responsibility of copy writers and art directors. A successful copywriter will not only have outstanding writing skills, but will also have a passion for words and symbols and their use in communication. In addition, some knowledge of marketing and how words and visuals are used in advertising is required. Candidates for art director will have strong visual-concept skills and good, basic drawing and design abilities. Agencies are interested in identifying those people with strong computer graphic skills, good visual imagination, and an interest in applying that ability to tackling marketing and advertising problems.

### **Strategic/Account Planning**

The basic role of the strategic/account planning department is to understand the needs and wants of the consumer. It's their job to get inside the minds of consumers and learn not just what consumers buy, but why they make certain purchasing decisions. Strategic/account planners are assigned to specific accounts and work as advisors to the client, account management, creative and media teams. They guide the client and other agency departments through developing, refining, and evaluating potential communications strategies and creative work based upon their understanding of the consumer. Successful candidates have a natural curiosity about people, along with excellent communication and organization skills. They also have a strong aptitude for analyzing and interpreting human behavior in focus groups and quantitative data from research studies. Computer literacy is required.

### **Digital/Interactive Technologies**

Digital/interactive technologies are one of the fastest growing departments in ad agencies today. These are responsible for a wide range of activities that may include the development of online marketing campaigns, presentation design, post-production, audio-visual services, CD-ROM services, and much more. Candidates for this area will need to be proficient in computer literacy and on top of daily changes in digital technology and its capabilities.

### **Media Planning/Buying**

The media department is responsible for placing advertising where it will reach the right people, at the right time, in the right place, and in a cost-effective way. Media planners make crucial decisions such as deciding what print or broadcast media a client's ad should appear in or selecting the best opportunity or event for product placement. When working on a particular ad campaign, media planners discuss the goals of the marketing strategy as well as a description of the potential consumer. Once the media plan has been developed, presented to the client, and approved, the media buyers begin negotiations for space and time in the appropriate media. Buyers must find and reserve available space and time and negotiate the best price. Buyers are responsible for the maintaining the client's media schedule and building and maintaining relationships with television, radio, print and other media outlets. Successful candidates will have strong general-business skills, aptitude for working with numbers and statistics, and good computer skills.

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**Print Production**

The print production department is responsible for the final output of a print ad. The print production manager is an expert in printing techniques and negotiating costs. He or she works within a budget to get the look an art director has in mind. The production department addresses issues such as mailing a brochure of an unusual size, the expense of printing in color, and selecting special printing techniques to achieve a desired effect. Candidates should be attentive to detail and have good organizational skills and effective negotiating abilities.

**Broadcast Production**

The broadcast production department is responsible for making the TV or radio spots created by the agency’s creative team. Producers hire the right talent, director, location, editor, etc., for each ad. They also coordinate budgets, arrange network and legal clearances, and handle any last-minute problems that may arise. Candidates should be attentive to detail and have good organizational skills and effective negotiating abilities.

**Traffic**

The traffic department schedules and coordinates every job in the agency. Once an ad is scripted, they are responsible for moving it smoothly through the agency. The traffic department ensures that additions and corrections are handled promptly, necessary approvals are obtained, and the entire job arrives at the publication on time. Candidates for production and traffic should be attentive to detail, have good organizational skills, and have effective negotiating skills. Knowledge of film editing equipment is a plus for overseeing broadcast projects.

Please note that the number of positions and the types of positions are subject to availability. We will try our best to place accepted students into positions that best fit their interests. Please indicate your interests below:

I would like to work as an intern in an ADVERTISING AGENCY.  
(please select specific area below that interests you).

(Select your top choices)

- Account Service/Planning/Research
- Brand Management
- Art Direction/Graphic Design
- Copywriting
- Digital/Interactive Technologies
- Digital Print/Collateral Production
- Event Planning/Promotions
- Media Planning/Buying/Traffic
- Public Relations

6) What are your goals for the next two years?

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7) What are your career goals?

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8) How much time do you spend each week reading or watching news? What is your favorite news program? Website?

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9) What are your strongest marketing skills?

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10) Describe an effective marketing campaign.

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11) What has been your most substantial accomplishment, and why do you view it as such?

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Essay Question

Tell us why you feel that you are a good candidate for a position with One Alliance Communications Internship Program. Include all information on your desired area, what skills you've learned in school that you will be able to apply to the position and what you hope to learn from the 10-week program. (This essay should be no more than one page in length, double-spaced. To be sent separately One Alliance Communications - see further instructions below).

12) Will you be available to come into Lexington for interviews? (circle one)

Yes No

Availability? \_\_\_\_\_

13) Indicate the day you are able to start your internship. \_\_\_\_\_

14) Indicate the number of hours you are able to intern each week. \_\_\_\_\_

Reference #1

Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Reference #2

Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Reference #3

Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_



Please note, to process your application we will also need you to submit the following materials:

A Current Resume

A Current Official Transcript (applicants must have a G.P.A. of 3.0 or above)

Two Letters of Recommendation from a faculty member, advisor, counselor, or employer.

Answer to the essay question listed in this application.

All completed application materials must be submitted to One Alliance Communications. Materials may be sent to:

One Alliance Communications  
Attn: Lisa Davis  
928 Edgewater Drive  
Lexington, KY 40502-3025.

This program provides students with the opportunity to break into the advertising industry, the opportunity to meet many professionals and the opportunity to network with peers. This is an unpaid program.

Questions? Please contact Lisa Davis at 859.225.2684 or [lisa@onealliance.com](mailto:lisa@onealliance.com).