

INTERNSHIPS IN ADVERTISING

Organization: **Jay Advertising**
Address: 170 Linden Oaks Dr., Rochester, NY 14625
Phone: 264-3610
Description: Student will learn and utilize media software, communicate with media sales representatives, market research, use of reference materials, some clerical duties.

Organization: **Butler/Till Media Services, Inc.**
Address: 150 Allens Creek Rd., Rochester, NY 14618
Phone: 473-3740 x114
Fax: 473-3862
Contact Person: Peter Platt, Director of Online Media
Email: pplatt@butlertillmedia.com
Description: Program involves exposure to the following areas of planning/buying: media and marketing research investigations and interpretations, market demographic and psychographic profiling, competitive analysis, media plan, buying and billing, daily business functions.

Organization: **Roberts Communications**
Address: 64 Commercial Street, Rochester, NY
Phone: 246-0292
Contact Person: Whit Thompson, Creative Supervisor
Email: wthompson@robertscomm.com
Description: Creative Copywriting internship.

Organization: **partners + napier**
Address: 192 Mill St., Suite 600
Phone: 454-1010
Fax: 454-1575
Contact Person: Barry Strauber, VP, Creative Services
Email: bstrauber@partnersandnapier.com
Description: Work on different projects for Partners and Napier. Work with clients and provide details on projects.

Organization: **K2 Communications**
Address: 235 Park Avenue, Rochester 14607
Phone: 256-0110
Contact: Claire Kaler, Founder and Owner
Email: Claire@kwwebsite.com
Description: Marketing communication/advertising assistant. Direct mail, pr, interaction with clients, office duties, working with brand manager, web manager, and graphic designers.

Organization: **RPO (Rochester Philharmonic Orchestra)**
Address: 108 East Avenue, Rochester NY 14604
Phone: (585) 454-7311 x 259
Contact: Janice K. Hanson, Manager of Marketing and Electronic Communication
Email: jhanson@rpo.org
Description: Responsibilities may include writing feature stories for the e-mail newsletter, assisting with sales promotions, which may include graphic design for posters, flyers and ads, preparing content for the RPO web site (www.rpo.org), assisting with the production of the program book, including editing guest artist bios, updating statistical reports for the web site and e-mail newsletter, organizing photo files. Need good writing skills and working knowledge of Microsoft Office programs. Enthusiasm and willingness to take responsibility for projects needed. Working knowledge of html a plus.

Organization: **Avery Marketing, Inc.**
Address: 6 North Main St., Fairport 14450
Phone: 377-1520
Contact: Sue Avery, President/Owner
Email: sue.avery@averymarketing.com

Organization: **Rochester Broadway Theater League**
Address: 885 East Main St., Rochester 14605
Phone: 325-7760 ext. 3234
Contact: Jessica Karlsen, Marketing Coordinator
Email: jessica@rbtl.org
Description: Assist the Marketing Department with implementing marketing and sales initiatives including PR, advertising, promotional activities and ticket sales.

Organization: **Adrian Jules LTD.**
Address: 1392 E. Ridge Rd., Rochester 14621
Phone: 342-5886
Fax: 342-0345
Contact: Scotti Gaylord, Director of Sales and Marketing
Email: scotti@adrianjules.com
Description: Assisting marketing director with new promotional blogs, dealer development and relations. Work on charitable projects such as Matthews Closet. Attend PR meeting on a weekly basis.

Organization: **Lobel's of NY** (see listing under "PR")