

INTERNSHIPS IN PUBLIC RELATIONS AND MARKETING COMMUNICATIONS

NON-PROFIT ORGANIZATIONS

Organization: **RPO (Rochester Philharmonic Orchestra)**
Address: 108 East Avenue, Rochester NY 14604
Phone: (585) 454-7311 x280
Contact: Amy Blum, Director of Public Relations
amyblum@rpo.org
Description: Responsibilities may include writing and sending press releases and media alerts, pitching stories to the various media: locally, regionally and nationally, tracking media coverage and maintaining media board, updating media contacts, research, scheduling interviews. Need excellent writing skills, working knowledge of Microsoft Office, enthusiasm, and willingness to take on projects. *Please note: this is an unpaid internship, although parking in the East End Garage will be reimbursed up to \$30.50/month. Currently, the daily charge is \$4.75.*

Organization: **Roman Catholic Diocese of Rochester**
Address: 1150 Buffalo Road, Rochester, NY 14624
Phone: 328-3210
Contact: Doug Mandelaro, Director, Office of Stewardship, Development & Communications
Email: mandelaro@dor.org
Description: We are seeking a communications intern for next semester with good writing and reporting skills to work in our Catholic Charities main office at the Diocese of Rochester Pastoral Center, 1150 Buffalo Road, Gates. The candidate would establish and maintain contact with our Catholic Charities agencies and affiliates in each of our 12 counties to collect information and then produce a regular stream of news releases and related materials to promote programs, services and special events. The intern also would attend communications strategy sessions conducted in my office concerning all diocesan activities and issues, and receive training/advice in media relations and crisis communications with some hands-on experience involved. As we are lately getting into twitter and facebook, we would appreciate some help in that area as well.

Organization: **Bureau of Communications and Special Events,
Office of Mayor Robert Duffy, City of Rochester**
Address:
Phone: 428-6219
Contact: Patrick Flanigan, New Media Editor
Email: flanigap@CityofRochester.gov

Description: The successful candidate(s) would work in the bureau office -- helping prepare speeches, briefings and proclamations for the Mayor; and Web content for our City Web site. He or she would also have an opportunity to work with the producer of the City12 television channel and help produce video content for our Web site. There would also be some work helping with customer service, answering the telephone and assisting people who come in person to submit Freedom of Information Request forms.

This is an excellent opportunity for an aspiring journalist or public-relations specialist to learn about a municipal communications bureau. We would like to see a resume and writing sample from the candidates.

To learn more about our bureau, visit:

<http://www.cityofrochester.gov/article.aspx?id=8589936993>

Organization: **Rochester VA Outpatient Clinic**
Address: 465 Westfall Rd., Rochester, NY 14620
Phone: 241-2037
Contact Person: Kathleen Hider
Description: Intern would assist in developing and writing the employee and patient newsletters, interface with both administrative and clinical staff, attend Network Public Affairs Council meetings and assist in developing and implementing special projects.

Organization: **Viahealth-Rochester General Hospital**
Address: 1425 Portland Avenue, Rochester 14621
Phone: 922-3676
Contact: Diane Ewing, VP, Marketing and Public Relations
Email: diane.ewing@viahealth.org

Organization: **American Red Cross (2 sites—see next listing)**
Address: 825 John St. West Henrietta NY 14586
Phone: 760.5650
Contact Person: Sybil Miller, Regional Communications Director
Description: Assist department staff in coordinating and marketing special events and other community based fund raising programs while increasing visibility of the services of the American Red Cross

Organization: **American Red Cross**
Address: 50 Prince Street, Rochester 14607
Phone: 241-4419
Contact: Nadine Krimow, Communications Manager (Fisher alum)
Email: nadinek@grcarc.org

Organization: **Planned Parenthood of Rochester/Syracuse Region**
Address: 114 University Avenue, Rochester, New York 14605
Phone: 546-2771, x342
Contact Person: Shelley Page, Manager Marketing and Communications
Description: Public affairs internship – March for Choice and video project for waiting rooms.

Organization: **Sports Information Office, St. John Fisher College**
Address: 3690 East Ave., Rochester, NY 14618
Phone: 385-8421
Fax: 385-8483
Contact Person: Norm Kieffer, Sports Information Director Director [*Fisher alum*]
E-mail: nkieffer@sjfc.edu
Description: Writing press releases, attending games, media relations.

Organization: **Alumni Office, St. John Fisher College**
Address: 3690 East Ave, Rochester, NY 14618
Phone: 385-9354
Fax: 385-8107
Contact: Tiffany Carnevale, Assistant Director of Alumni Relations
Email: tcarnevale@sjfc.edu

Organization: **National Kidney Foundation of Upstate New York**
Address: 15 Prince St., Rochester 14607
Phone: 697-0874 x23
Fax: 697-0895
Contact Person: Jan Miller, Division President
E-mail: jan.miller@kidney.org
Description: Internships in special events and marketing.

Organization: **March of Dimes**
Address: 3445 Winton Place, Suite 121, Rochester 14623
Phone: 424-3250
Contact: Darcy Dreyer, Senior Community Director
e-mail: ddreyer@marchofdimes.com

Organization: **Unity Health Systems**
Address: 89 Genesee St. Rochester 14611
Phone: 368-3091
Contact: Patrizia Corvaia, Public Relations Manager (Fisher alum)
Email: pcorvaia@unityhealth.org

Description: Support and assist Corporate Communications with public relations and marketing, including media relations, community relations, and customer relations marketing.

Organization: **Nazareth Schools**
Address: 1001 Lake Avenue, Rochester 14613
Phone: 647-8738
Contact: Sheila Abelein, Director of Enrollment and Public Relations
Email: sabelein@nazarethschools.org
Description: Public Relations internship, stipend offered.

Organization: **Career Center, St. John Fisher College**
Address: 3690 East Ave., Rochester, NY 14618
Phone: 385-8050
Fax: 385-5228
Contact: Betsy McDermott, Director, Career Services
Email: emcdermott@sjfc.edu
Description: communications, public relations specialist; event planning, creating collateral/advertising, managing and assistant with external department relations

Organization: **Nazareth College Sports Information Office**
Address: 4245 East Avenue, Rochester 14618
Phone: 389-2452
Contact: Joe Seil, Assistant Athletic Director; Sports Information Director (C/J Alum)
Email: jeseil2@naz.edu

Organization: **East House Corporation**
Address: 1701 Lac De Ville Blvd., Rochester 14618
Phone: 256-3800
Contact: Anne McKenna, Director, Development and Community Relations
Email: amckenna@easthouse.org
Description: Research, writing for local media, interviewing for publications, special event planning, assisting with display materials for presentations

Organization: **The Harley School**
Address: 1981 Clover St., Rochester 14618
Phone: 442-1770 ext. 3013
Contact: Aimee Lewis, Director of Communications and PR
Email: alewis@harleyschool.org

Description: Write press releases, news and feature stories; photos of event, assist with alumni magazine, help maintain website; news clips and media recording.

Organization: **Lollypop Farm**
Address: 99 Victor Rd. Fairport 14450
Phone: 223-1330 ext. 241
Fax: 425-4183
Contact: Debra Calandrillo, Special Events Coordinator
Email: calandrillo@lollypop.org

Organization: **Volunteers of America**
Address: 214 Lake Ave., Rochester 14608
Phone: 402-7218
Fax: 647-2177
Contact: Melinda Doyle, Communications Manager
Email: mdoyle@voawny.com

Organization: **The Salvation Army**
Address: 10 Franklin St., Rochester, 14604
Phone: 987-9500 ext. 2320
Contact: Carolyn Lauber, Community Relations Coordinator
Email: Carloyn.Lauber@use.salvationarmy.org
Description: Development Department Intern. Assist with special events/media/PR.

Organization: **Monroe Community College**
Address: 1000 East Henrietta Rd., Rochester 14623
Phone: 292-3024
Contact: Rosanna Condello, Assistant Director, College and Community Relations
Email: rcondello@monroecc.edu
Description: Support work of department, writing assignments (press releases, newsletter articles), research projects, and provide support for college-wide special events.

AGENCIES AND FOR-PROFIT ORGANIZATIONS

Organization: **Toshiba Business Solutions**
Address: 150 Metro Park, Rochester 14623
Phone: 697-550
Contact Person: Paula Zimmer, Marketing Coordinator (Fisher alum!)
E-mail: paula.zimmer@tbs.toshiba.com
Description: Marketing Communications Internship. Internal and external communications including company newsletters, e-blasts, advertisement design and placement, website updates, direct mail

campaigns, various special events, press releases and presentations. Knowledge of Quark XPress, Adobe InDesign, Microsoft Office, and Photoshop is a bonus.

Organization: **Bausch & Lomb Corporate Communications**
Address:
Phone: 338-8095
Contact Person: Kristy Guerra, Corporate Communications Specialist (Fisher alum!)
Email: Kristy.Guerra@bausch.com
Description: Writing and editing enterprise/good news stories on employee activities, shooting/editing video for internal communications, helping to maintain social media web sites, assist with other projects. Need experience with writing for print, broadcast, web...creative flair and resourcefulness, familiarity with AP Stylebook.

Organization: **Lobel's of New York**
Address: 774 Jay Street, Rochester, NY
Phone: 328-0420
Fax: 328-0618
Contact person: Becky Tarbell, Marketing Coordinator (Fisher alum)
E-mail: becky@lobels.com
Description: Apply by emailing a cover letter and resume. Marketing, e-commerce intern for on-line retail, gourmet food market for gourmet butcher shop. More information about the internship is available from [Marketing Internship 2008.pdf](#) or email Dr. Vicker to have it sent to you.

Organization: **Text 100**
Address: 400 Commercial St., Rochester, 14624
Phone: 697-7723, x242
Contact: Craig Troskosky, Account Manager
Description: PR – research, create media list, update information grids, follow up calls

Organization: **Rochester Red Wings**
Address: One Morrie Silver Way, Rochester 14608
Phone: 454-1001 x3097
Contact: Nick Sciaratta, Director of Corporate Development
Email: Nicks@redwingsbaseball.com
Description: website, media relations, marketing assistant

Organization: **Rochester Americans/ Knighthawks**
Address: 1 War Memorial Square, Rochester 14614

Phone: 454-5335 ext.3025
Fax: 454-3954
Contact: Warren Kosel, Communications Coordinator
Email: wkosel@amerks.com

Organization: **Rochester Razorsharks**
Address: 39 State St. Rochester, NY 14614
Phone: 232-9190
Fax: 232-8086
Contact: Ben Aman, Intern Coordinator
Email: ben@razorsharks.com

Organization: **Eric Mower and Associates**
Address: 28 East Main St., Suite 1960, Rochester 14614
Phone: 389-1865
Fax: 385-2003
Contact: Aiden McGuire, Account Executive, Public Relations
Email: amcguire@mower.com
Description: Research for clients, update media database, media calls, write summaries, provided support for pr accounts

Organization: **Martino Flynn**
Address: 175 Sully's Trail, Suite 100, Pittsford, NY 14534-4558
Phone: 421-0100 x233
Fax: 421-0121
Contact: Julie Napieralski, Public Relations Account Supervisor
jnapieralski@martinoflynn.com
Support for client activity, pro bono assignments

Organization: **Paychex**
Address: 911 Panorama Trl S Rochester, 14625
Phone: 387-6337
Fax: 218-8286
Contact: Becky Cania
Email: bcania@paychex.com
Description: Assisting with the production of our weekly employee e-newsletter - writing articles, monitoring and responding to employee suggestions, etc. There will also be an opportunity for the intern to assist with other PR/media relations duties as they arise.

Organization: **Harris RF Communications**

Address: 2036 Stablegate Dr., Canandaigua 14424
Phone: 720-8575
Fax: 720-8576
Contact: Ann Francis, Development and communications
Email: afrancis@hams.com
(This is an internship in the HR department.)