



COLABORATORY OVERVIEW

The Portland Advertising Federation offers an internship program that allows college juniors and seniors with an interest and/or background in marketing & advertising to participate in projects and programs designed to broaden an understanding of the advertising world and deepen knowledge of Portland advertising culture, life at an advertising agency and work behind the scenes. Interns will commit to 6 weeks throughout the summer months in Portland, Oregon and participate at a variety of agencies within the Portland market.

Interns participating in this program will receive a stipend. Please note that space in this program is limited.

THE DEADLINE FOR APPLICATIONS IS FRIDAY, MAY 1, 2009.

Eligibility Requirements for COLABORATORY 2009:

1. You must be enrolled as a junior or senior in a college or university during the 2008-2009 academic year, or have graduated after June 1, 2008.
2. You must have a minimum 2.0 ("C") Grade Point Average.
3. You must be able to commit to 6 weeks in Portland, Oregon in summer 2009 beginning July 10, 2009. Submitting this application confirms your availability.

The Real Requirements for COLABORATORY 2009:

1. You aren't enrolled in any summer classes. This internship is hard work and we need your full attention.
2. You aren't working more than part time. Again, we need all your energy and your team will need you to be available to do your part. This includes time in the evenings and weekends, as you are needed by your team.

Application Requirements for COLABORATORY 2009:

- Completed application
- Your portfolio URL or a Zip file of your samples no larger than 10 MB
- 2 letters of recommendation (one from a teacher or school supervisor)
- Past work history

You will receive notification of acceptance and registration for COLABORATORY 2009 by Monday, May 18, 2009. You will need to confirm your acceptance by Wednesday, May 27, 2009 or you could be forced to forfeit your position.

APPLICATION FOR INTERNSHIP

Our policy is to provide equal employment opportunity to all qualified persons without regard to race, creed, color, religious belief, sex, age, national origin, ancestry, physical or mental disability or veteran status.

PERSONAL	Name _____
	Current Address _____
	Home Address _____
	Cell Phone _____ Alternate Phone _____
	Email Address _____
	Blog or Social Media Sites URLs? _____
	If hired, will you be able to provide proof of eligibility for employment in the U.S.? <input type="checkbox"/> Yes <input type="checkbox"/> No

EDUCATION	<table border="1"> <thead> <tr> <th>School</th> <th>Location</th> <th>Major</th> <th>Degree</th> <th>GPA</th> </tr> </thead> <tbody> <tr> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> <td>_____</td> </tr> </tbody> </table>	School	Location	Major	Degree	GPA	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
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	Please list any scholastic honors received and offices held in school _____																				
Are you planning to continue your studies? <input type="checkbox"/> Yes <input type="checkbox"/> No																					
If yes, where and what courses of study? _____																					
What is your year in school? Junior? Senior? Just graduating? _____																					

WORK EXPERIENCE	<p>Please list any employment experience, starting with most recent employment.</p>
	Company name _____
	Address _____
	Job Title _____
	Responsibilities _____
	Dates of Employment - From _____ To _____
	Reason for Leaving _____
	Company name _____
	Address _____
	Job Title _____
	Responsibilities _____
	Dates of Employment - From _____ To _____
Reason for Leaving _____	
Company name _____	
Address _____	
Job Title _____	
Responsibilities _____	
Dates of Employment - From _____ To _____	
Reason for Leaving _____	

Rate your proficiency from 1-5, with 5 being excellent:

- | | |
|--|---|
| _____ PowerPoint | _____ Blogging Platform (WordPress, Blogger, etc) |
| _____ Twitter | _____ Online Community (Facebook, MySpace, etc) |
| _____ Design tools (Photoshop, Illustrator, etc) | |
| _____ Interactive tools (Flash, CSS, etc) | |

Help us determine the best position for you on the team. Attach separate sheet with answers.

Questions for all applicants:

1. Motivation and Drive: How many hours per week on average did you attend classes and work? How do you create balance between work, school and personal life?
2. Organization: Do you consider yourself organized? Give an example to illustrate why you are or aren't
3. Communication: Describe your communication style in a group setting.
4. Time Management: Tell us how you manage your time and keep on task.
5. Teamwork: Describe a situation in which you were expected to work with a person you disliked.

What do you want to be? Please check all positions for which you wish to be considered.

- | | |
|--|---|
| <input type="checkbox"/> Account/Project Manager | <input type="checkbox"/> Designer/Developer |
| <input type="checkbox"/> Copywriter | <input type="checkbox"/> Public Relations |

Please answer all the questions for any specific role for which you wish to be considered. You may apply for multiple roles. Please limit your responses to around 2-4 sentences.

design and development

1. Tell us about an integrated campaign that has impressed you and why.
2. Who and what inspired you (publications, artists, websites, people, your dog)?
3. What can you do? What do you want to do? What do you rawk at?
4. In a team situation, tell us about a conflict you experienced and how it was resolved.
5. Tell us about your design philosophy and your creative process.

account or project manager

1. What is the most important personal characteristic you bring to public speaking?
2. How would you describe your role in meetings?
3. What does leadership mean to you?
4. How would you describe your level of assertiveness?
5. What actions would you take in the first week, should you take this role on the team?

copywriting

1. What 5 sources do you check everyday to get your information (news sites, blogs, tv, etc)?
2. What was a recent piece of writing/creative that impressed you and why?
3. What are your strengths as a copywriter? Are you more of a creative generalist, a detailed wordsmith or something all your own?

public relations

1. How would you describe the value of public relations to a potential client?
2. What is your strongest public relations skill and why?
3. What is your approach in pitching bloggers?

I AM	<p>Who are you?</p> <p>It's a purposefully open-ended question. Take it where you want, but start with "I am..."</p>
STRUT YOUR STUFF	<p>Please answer the following question as thoroughly as possible, using whatever means and media you feel best captures your thoughts. If you create any multimedia for your answer, you can submit the files later in the application process.</p> <p>Q: Assume you have a client who is fixated on price-reduction and tactical methods to move product in a tight economy. How would you retain a strategic focus when the client is not interested in anything beyond getting through this quarter? Give examples of how you might approach this for a major automotive brand.</p>
REFERENCES	<p>List 3 personal references, not related to you, who have known you for more than 1 year.</p> <p>Name _____ Phone _____ Years Known _____ Address _____</p> <p>Name _____ Phone _____ Years Known _____ Address _____</p> <p>Name _____ Phone _____ Years Known _____ Address _____</p>
WORK SAMPLES	<p>Please submit 2-3 samples, your 2 letters of recommendation and any media you might have created for your "Strut Your Stuff" answer. You may submit your samples via mail or url.</p> <p>Work samples can be anything: design, copy or case study-related from a group or individual project during your junior or senior year. Make sure they relate to the areas of focus you indicated in the previous section.</p> <p>mail submissions Please mail physical samples (CDs, print outs, etc.) to the address below: COLABORATORY Portland Advertising Federation PO Box 8338 Portland, OR 97207</p> <p>url submissions If you have an online portfolio site, you may include the URL on your application and specify which samples in particular you would like us to view.</p>
READY?	<p>Quick Checklist I have included my:</p> <p><input type="checkbox"/> Work Samples</p> <p><input type="checkbox"/> 2 Letters of Recommendation</p> <p><input type="checkbox"/> "Strut Your Stuff" media (not mandatory)</p>

PLEASE READ BEFORE SIGNING

I certify that all information provided by me on this application is true and complete to the best of my knowledge and that I have withheld nothing which, if disclosed, would alter the integrity of this application. I authorize my previous employers, schools or persons listed as references to give any information regarding employment or educational record. I agree that this company and my previous employers will not be held liable in any respect if a job offer is not extended, or is withdrawn, or employment terminated because of false statements, omissions or answers made by myself on this application. In the event of any employment with this company I will comply with all rules and regulations as set by the company in any communication distributed to the employees.

In compliance with the Immigration Reform and Control Act of 1986, I understand that I am required to provide approved documentation to the company, which verifies my right to work in the United States on the first day of employment. I have received from the company a list of the approved documents which are required.

I understand that employment at this company is "at will" which means that either I or this company can terminate the employment relationship at any time, with or without prior notice, and for any reason not prohibited by statute. All employment is continued on that basis. I hereby acknowledge that I have read and understand the above statements.

By completing the confirmation below, you agree to be considered for COLABORATORY 2009 and confirm your availability to participate in the program between July 10 and August 21, 2009.

Signature _____ **Date** _____

Our policy is to provide equal employment opportunity to all qualified persons without regard to race, creed, color, religious belief, sex, age, national origin, ancestry, physical or mental disability or veteran status.

SUBMITTING YOUR APPLICATION

Please send completed applications and work samples to the address below. If you have an online portfolio, you may provide that url with your submission rather than physical samples (print outs, CD, etc.). Physical samples are non-returnable and must be clearly labeled with your name.

COLABORATORY
Portland Advertising Federation
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