

## INTERNSHIP 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 THURSDAY, APRIL 21, 2011** (must be received by then).

### Eligibility Requirements for COLABORATORY 2011:

1. You must be enrolled as a junior or senior in a college or university during the 2010 - 2011 academic year.
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 2011 beginning July 1, 2011. Submitting this application confirms your availability.

### The Real Requirements for COLABORATORY 2011:

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 another job. 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 2011 (to be mailed):

- Completed application
- Work samples (portfolio URL, disc, etc.)
- Resume
- At least one letter of recommendation
- Create and email URL of "Strut Your Stuff" video (instructions on page 3).

Send all application materials in one parcel, via snail mail only. No emailed applications will be accepted.

You will receive notification of acceptance and registration for COLABORATORY 2011 by Monday, May 2, 2011. You will need to confirm your acceptance by Friday May 6, 2011 or you could be forced to forfeit your position.

Portland Advertising Federation's 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.

## APPLICATION FOR INTERNSHIP

PERSONAL

Name \_\_\_\_\_  
 Current Address \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 Cell Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Social Media URLs (Facebook, Twitter, Blog, Site) \_\_\_\_\_  
 \_\_\_\_\_  
 If hired, will you be able to provide proof of eligibility for employment in the U.S.?  Yes  No

EDUCATION

School	Location	Major	Degree	GPA
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Please list any scholastic honors received and offices held in school:  
 \_\_\_\_\_  
 Are you planning to continue your studies?  Yes  No  
 If yes, where and what courses of study? \_\_\_\_\_  
 When will you graduate? Month \_\_\_\_\_ Year \_\_\_\_\_

POSITION

**Please answer all questions below. Provide examples and tell us why.  
 Attach separate sheet(s) for answers to questions 3-5, not to exceed 1 page per question.**

1. What position are you applying for? Mark preferred choice "1" and backup choice "2" (if desired).  
 Account Manager  Designer  Interactive Developer  Copywriter  Public Relations
2. Please rate your **top 5 strongest skills** of the following (1 = strongest of the 5):
 

<input type="checkbox"/> Research	<input type="checkbox"/> Creative Direction	<input type="checkbox"/> Digital Strategy
<input type="checkbox"/> Branding	<input type="checkbox"/> Creative Writing	<input type="checkbox"/> HTML/CSS
<input type="checkbox"/> Team Leadership	<input type="checkbox"/> Design	<input type="checkbox"/> Flash development
<input type="checkbox"/> Time Management/Budgeting	<input type="checkbox"/> Adobe Creative Suite	<input type="checkbox"/> jQuery/PHP
<input type="checkbox"/> Social Media Strategy	<input type="checkbox"/> Presentation	<input type="checkbox"/> Other: _____
3. Give an example of a time when you utilized one or more of these skills in a group setting or for a group project. Explain the outcome.
4. Give an example of a professional piece of advertising you find to be truly outstanding and explain why. This could be print, TV, radio, outdoor, digital media, integrated campaign, etc.
5. Please write about why you want to work in the advertising industry.
6. How did you hear about COLABORATORY?  
 Previous intern: \_\_\_\_\_ | Professor/Instructor | University Career Center | Craigslist  
 Blog URL: \_\_\_\_\_ | Other: \_\_\_\_\_

SAMPLES

**Please send your best work.**

Send us your projects - creative/design portfolio, writing samples, strategic development documents, etc. If a sample involved a team, please describe what roles(s) you played and your contribution. Clearly label all samples with your name, position desired, and COLABORATORY 2011. Materials will not be returned. If you have an online portfolio, provide that URL with your submission rather than physical samples.

What type of format are your materials submitted on? (printouts, CD/DVD, site, etc.) \_\_\_\_\_  
 URL? \_\_\_\_\_

RECOMMENDATIONS

**Gather letter(s) of recommendation.**

(to include with application when mailing - do not mail separately, as they will not be considered)

Because COLABORATORY is all about teamwork, please ask a teacher/boss/coworker to write a letter of recommendation speaking to how you work in groups and what you would bring to the team. At least 1 letter is required, but no more than 3 please.

Note: Do not send family member recommendations unless they know you in a professional manner.

STRUT YOUR STUFF VIDEO

**Make your own video.**

Because our lavish travel budgets have been slashed, this is how we get a preview of that intangible personality X factor that's so important for COLABORATORY's chemistry. The ask is simple: **Show us a little bit of who you are. Be authentic. Be fun. Be the kind of girl/guy you'd want to work with.**

To submit your video:

1. Subscribe to COLABORATORY's YouTube channel, PAFcolaboratory at <http://www.youtube.com/user/PAFColaboratory>
2. Create your Strut Your Stuff video and upload it to your own YouTube channel
  - Title your video: name, position applying for, Strut Your Stuff COLAB 2011 (ex: Joe Smith\_AccountManager\_StrutYourStuffCOLAB2011)
  - Description section of your video: include your name (first and last), where you are from, and your current school. and include anything you think we should know about you
  - Tag your video: name, position applying for, COLAB2011, StrutYourStuffCOLAB, COLABpdx (ex: Joe Smith, Account Manager, COLAB2011, StrutYourStuffCOLAB, COLABpdx)

Video URL: \_\_\_\_\_

3. Email us the URL for your Strut Your Stuff Video at [colab2011videos@gmail.com](mailto:colab2011videos@gmail.com)

**Strut Your Stuff Video Fine Print:** By submitting your video, you give COLABORATORY the right to use the video, in whole or part, including without limitation your name, voice, likeness and any biographical material concerning which may be provided, in any and all media (now existing or developed in the future), throughout the universe in perpetuity.

**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 2011 and confirm your availability to participate in the program between July 1 and August 17, 2011.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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<b>READY?</b>	<p><b>Checklist. I have included my:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Application (this document filled out, printed and signed, attaching answers on separate pages)</li> <li><input type="checkbox"/> Work Samples (will not be returned, can be URL)</li> <li><input type="checkbox"/> Resume</li> <li><input type="checkbox"/> Letter(s) of Recommendation (do not mail separately - they will not be considered)</li> <li><input type="checkbox"/> Emailed URL of my Strut Your Stuff Video to colab2011videos@gmail.com</li> </ul>
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<b>SUBMIT</b>	<p><b>Submitting your application:</b> Please send completed checklist items to the address below in one parcel. <b>All materials are non-returnable</b> and must be clearly labeled with your name and desired position.</p> <p><b>COLABORATORY 2011</b>  <b>Portland Advertising Federation</b>  <b>PO Box 8338</b>  <b>Portland, OR 97207-8338</b>  <a href="mailto:info@pafcolaboratory.com">info@pafcolaboratory.com</a></p> <p>Note: Overnight carriers will not deliver to a P.O. Box, please plan delivery accordingly. Applications must be received by 4/21/11. COLABORATORY does not accept late applications. <b>Good luck!</b></p>
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