



MS&L 2009 Summer Internship Application

Date: _____

Name: _____

Street Address or P.O. Box: _____

City, State and Zip Code: _____

Phone Number: _____

Email address: _____

College or University: _____

Major (area of study): _____

Graduation Date: _____

Potential Internship Start Date: _____

Please note: MS&L is offering positions for our Summer Internship (June thru August) only at this time. If you would like to apply for internship opportunities in the spring, fall or winter, please send your resume and a cover letter of your interest and availability to hr.atlanta@mslworldwide.com.

Important: Please submit all elements of the application together in ONE SINGLE WORD DOCUMENT OR .PDF FILE – Applications submitted in several file attachments will NOT be

accepted. Application should be typed (not hand-written). This application can be found online at www.mslworldwide.com.

1. What interests you about Public Relations or Communications?
2. What brands would be your ideal client(s) to work for?
3. What kind of work would you be most interested in doing for your ideal client(s)?
 - _____ Special events planning/management
 - _____ Newsletter writing
 - _____ Media pitching
 - _____ Press release development
 - _____ Key message creation
 - _____ Change communications (mergers, leadership transitions)
 - _____ Investor/analyst meetings
 - _____ Internal Communications
 - _____ New Media/Social Media/Digital Communications
4. What do you hope to gain from an internship with MS&L?
5. Which PR or communications courses did you enjoy the most? Why?
6. Name one or two of your biggest accomplishments to date.
7. Are you involved in any volunteer or school activities? Please elaborate.
8. What do you do for fun?
9. What events have occurred since the year 2007 that you feel have had the greatest impact on our profession as PR communicators, and why? (Please elaborate at the length you feel is necessary to explain your point of view).

ESSAY QUESTION:

10. Please write an essay (approximately 400 words) on your most challenging situation, how you handled it and the outcome.

Please send the following via EMAIL in ONE SINGLE WORD DOCUMENT OR ONE .PDF FILE (APPLICATIONS SUBMITTED IN SEVERAL ATTACHMENTS WILL NOT BE ACCEPTED). Email to jenni.mcdonough@mslworldwide.com:

- Cover letter
- Resume
- Two writing samples (preferably from a previous internship or volunteer assignment) Writing samples must be limited to no more than 2 pages each. Preferred samples include published articles, press releases, media advisories, fact sheets, other professional PR writing. If you include writing samples from class assignments, please submit the best excerpts or highlights from your papers, essays, scripts or short stories – 2 pages max for each submittal.
- Contact information (include phone number and email address) for one academic and one professional reference
- Completed application, including 400-word essay (Question # 10)

EMAIL YOUR APPLICATION IN ONE ATTACHED FILE TO:
jenni.mcdonough@mslworldwide.com

Jenni McDonough, VP, Director of Human Resources
MS&L Atlanta
1170 Peachtree Street, 4th Floor
Atlanta, GA 30309
(404) 870-6802

Questions? Please email Jenni at jenni.mcdonough@mslworldwide.com

APPLICATIONS MUST BE RECEIVED BY END OF DAY
Friday, March 6, 2009

- All applicants will be notified via email by Friday, March 20, 2009 of the finalists who will be invited to attend MS&L's Challenge Day.
- Additional information will be sent to the candidates who are selected to attend Challenge Day.
- Challenge Day will be held on Friday, April 24, 2009.
- Interns will be notified/announced by Thursday, April 30, 2009.
- The internship will begin in late May or June of 2009 and end in August based on the intern's schedule of availability.

AN ELECTRONIC VERSION OF THIS APPLICATION CAN BE FOUND ONLINE AT:

www.mslworldwide.com

Click on: "Global Reach – Offices – Atlanta"

Scroll down to where you see: "The MS&L Atlanta office is accepting applications for the 2009 Summer Internship Challenge. Download the application here."