



| idea group |

Public relations / journalism intern

Idea Group, a Long Beach based consulting firm seeks an intern during the 2009-2010 school year to help launch two projects in these subject areas: bicycling as transportation, architecture/design and community development in a web-based application.

Intern would assist in the following tasks:

- Update and expand media lists and databases
- Assist in setting up standardized procedures for media placement, clips and client files
- Write and edit copy for releases, website and printed literature as needed
- Participate in strategic planning sessions for messaging, content and strategic placements
- Provide support at a special event such as a client open house
- Work in Bixby Knolls location or at home depending on the project

Intern should possess:

- Excellent written and communication skills
- Desire to learn about public relations and marketing
- Technical skills working on blog software; experience working in social media platforms a plus
- Access to a computer and internet access
- Willingness to commit to the projects for at least a three-month period; hours to be discussed.

For further information, contact Georgia Case, georgiabcase@yahoo.com