



• thinkLA Summer Internship 2010

About the Internship Program

thinkLA is a non-profit corporation, founded to promote Los Angeles as a leading center of creativity and innovation in media, marketing, advertising and entertainment. To support this goal, thinkLA helps the industry in two very important ways. This program benefits companies by pre-screening applicants and saving the time and resources of hiring managers. In return, thinkLA helps students get their foot in the door. These internships provide an eight- to twelve-week work experience with prominent companies in media, marketing and advertising.

Minimum Requirements

- Majoring in advertising, marketing or a related field (graphic design, art, communications, journalism, broadcasting, etc.)
- Achieved junior- or senior-level standing or are a masters candidate enrolled on a full-time basis at a 4-year university in the greater Los Angeles area
- Intend to pursue a career in marketing communications
- Eligible for employment in the United States

Application Process

1. Submit the application below, resume and transcripts to the thinkLA office by Friday, March 26th.
2. Applications are screened by a panel of advertising professionals from the industry.
3. Applicants that pass the first-round screening will be invited to interview with a member of the summer internship committee.
4. Applicants passing the second-round interview screening will be matched with a company based on their interests and skill sets to interview directly with the company.
5. The companies will hire applicants directly. While thinkLA attempts to place all candidates passing the second-round screening, **an internship is NOT guaranteed**. The ultimate hiring decision rests solely with the company and thinkLA does not have any influence over their decisions.

To Apply

- Mail Summer Internship Application form with resume and official transcripts (see application below). **Please mail application pages 3 – 5, only.**
- If official transcripts cannot be included with the application, please send them separately to the Summer Internship Program.
- **Summer Application Deadline: Friday, March 26th.** Applicants will be notified by phone call or email whether they have been accepted for the first interview. Late applications will not be accepted.



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Mailing Address

thinkLA
Summer Internship Program
4223 Glencoe Ave, Suite C-100
Marina del Rey, CA 90292

Internship Positions

Although each position is unique, typical positions that are normally available are described below. Interns should understand that they may be placed in advertising agencies, the advertising or marketing departments of client firms, or in positions with advertising media or production firms.

Account Management - Interns work under the supervision of one or more account executives or advertising managers in advertising agencies and client marketing departments. They perform support activities including research, traffic, coordination and follow-up with suppliers as well as limited budgetary work.

Copywriter – For applicants who have experience in writing copy in advertising classes. Candidates must submit three (3) samples or color duplicates. (8.5" X 11")

Art Director – For applicants who have classes in concept art direction. Candidates must submit three (3) samples or color duplicates. (8.5" X 11")

Media Planning, Buying and Selling - Interns have the opportunity to work in the media departments of advertising agencies or client firms. This activity involves gathering data and the analysis of available media forms in order to determine the most cost efficient/appropriate media for a given advertising task.

Media Sales – Interns have the opportunity to work with sales companies (print or interactive) assisting in daily tasks. These may include reports, presentations, sales calls and hosting clients.

Research - Interns work with research directors and research planners/project directors on specific assignments. Many of the projects involve the analysis of competitive factors in the marketplace, helping in the development of advertising plans, marketing, media and creative.

Production -Interns work with television, radio and entertainment production firms, which may work with advertising agencies and/or their clients. There are usually a limited number of these positions each summer.

Below please find the Summer Internship application. Please complete all the necessary information and mail your application with transcripts by **Friday, March 26th, 2010**. **Late applications will not be accepted.**



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SUMMER INTERNSHIP APPLICATION

Please complete this form and mail hard copy to:

thinkLA
Summer Internship Program
4223 Glencoe Ave, Ste C-100, Marina del Rey, CA 90292

**The application will only be accepted by mail.
No emails or fax applications will be accepted.**

Please send official transcripts with your application or directly to the Summer Internship Program.

Application, resume and transcripts must be received on or before March 26th.

If you are selected for the second-round screening interview, the thinkLA office will contact you via email to schedule a date with a committee member. Plan to bring samples of any creative or marketing work you've done to the interview.

(Please print or type clearly) Reaching you immediately can be important in placing you in an internship. Your address and phone number are vital to the internship process.

1) Name: _____

2) University: _____

3) Date of Application _____ Expected Graduation Date: _____

Email: _____

Phone: _____ Cell Phone: _____

Address during school term: _____

City _____ State _____ Zip _____

Permanent Address: _____

City _____ State _____ Zip _____

I wish to be contacted at: School Permanent Address

School standing: Undergraduate Graduate



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Select the area you would like to intern in. You may indicate more than one area. Please consider your living arrangements and traffic/driving times. **The majority of internships are in the greater Los Angeles area.**

- Los Angeles** (includes: West LA, Hollywood, Culver City, Downtown, Mid-Wilshire, etc.)
- Orange County** **San Fernando Valley**
- San Gabriel/East Valley** **Long Beach**

(1) Are you either a U.S. citizen or an alien lawfully permitted to work in the United States of America? Yes No

(2) Cumulative GPA: _____

(3) Major of study: _____

(4) Courses taken in:

Other selected subjects (e.g. design, art, copywriting, consumer behavior, psychology, statistics, etc.):

(5) Describe your involvement to date in your major area of study and indicate the courses taken which are of most interest to you:

(6) Extracurricular activities (especially any related to advertising or marketing):

7) Part-time or full-time employment (especially any related to advertising or marketing). Please include prior internships.



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(8) Please describe any special interest in the advertising/marketing field, and explain why you would like an internship:

(9) What are your career plans?

(10) Please indicate your choice of intern positions. See descriptions on page 2:

1st choice: _____ 2nd choice: _____

3rd choice: _____ 4th choice: _____

(Copywriter and art director intern candidates must send three (3) samples of creative work, duplicated and non-returnable. Size 8.5" X 11")

(11) Please indicate your earliest date of availability: _____

(12) Are you willing to work an UNPAID internship? (school credit will be provided)

Yes No

(13) Will you be taking any daytime classes in summer session?

Yes No

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No email or fax applications will be accepted.**

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4223 Glencoe Ave, Suite C-100
Marina del Rey, CA 90292

If you have any questions, please contact Tony Brock at tony@thinkla.org or 310-823-7320 x25.