



# Summer PR/Marketing Internship

**Mount Hope Estate & Winery**  
2775 Lebanon Road  
Manheim, PA 17545  
[www.PaRenFaire.com](http://www.PaRenFaire.com)

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The Public Relations/Marketing Internship is a unique opportunity to gain hands on experience working to promote festival and theater events in an entertainment based company. The PR/Marketing Intern will become knowledgeable in the business of the Company including entertainment offerings, hours of operation, event dates and times, directions, pricing and special offerings. A \$100 per week stipend will be provided during the internship based on the hours worked.

**The summer PR/Marketing internship begins in May and is a 40-hour per week position until the start of the 2009 fall semester. Some weekends are required prior to the opening of the Faire in August. Once the fall semester begins, the Intern must be available to continue to work all Faire weekends until the Faire seasons ends on October 25, 2009. At this time, interns will be paid an hourly rate based on the number of Faire hours worked and a bonus will accrue for these Faire day hours to be paid in November if this Faire day commitment is fulfilled.**

Responsibilities may include:

- Assisting the Marketing and Public Relations Department in all facets of work including, but not limited to:
  - Media relations
  - Email and mail distribution of news releases and other PR/Marketing materials
  - Write, or assist with writing, news releases and program articles
  - Any other duties deemed by the Company to further its PR/Marketing interests.
- Meeting radio station representatives and personalities upon arrival at the festival grounds for live remote broadcasts and assist in facilitating on-air interviews.
- Meeting TV, radio, and print media representatives when they arrive, announced or unannounced, and escort them around the festival grounds helping them obtain story details and images.
- Promoting the members of the Blackfryar Acting Company by producing the annual photo shoot and interview process in order to generate local media interest that will lead to feature stories regarding the participation of the actors in the Faire.
- Assisting in planning and executing Media Olympics, a fundraising event involving media representatives that benefits Make-A-Wish Foundation.
- Assist in the planning and executing of photo shoots featuring actors, independent acts and patrons for media and website usage.
- Assisting in planning and executing Faire Themed Weekend activities.
- Assisting in researching, planning and executing Faire Weekend Promotions.
- Accompany actors and independent acts to off-site promotional performances in order to ensure the promotion runs smoothly.
- Conduct online research with the goal of generating new advertising mediums.