

COMMUNICATIONS “WINTERSHIP” PROGRAM

BOSTON, LOS ANGELES, NEW YORK AREA

January 9–13, 2012

COSPONSORED BY CMS AND CAREER SERVICES

BOSTON

Arnold Worldwide - Boston

Arnold is a global communications company and one of the top five most creatively awarded agencies of the past decade. It is owned by the French advertising and communications holding company Havas and is part of a network of agencies located in six countries around the world. Recent accounts include Amtrak, Carnival Cruise Lines, CVS/pharmacy, Dell, Fidelity Investments, The Hershey Company, Huntington Bank, Jack Daniel's, McDonald's, New Balance, Ocean Spray, Panasonic, Pearle Vision, Progressive, Sanofi-Aventis, Southern Comfort, Titleist, Volvo, truth® anti-smoking campaign. As an intern on the “truth” account, you will become fully ingrained into the day-to-day maintenance and functioning of a fast paced, innovative, creative account. Not only will you learn about the ins and outs of the way an agency works but you will also play a large role in helping the team in the following areas:

- 1) Helping to substantiate all of the facts used in our creative. Working closely with the account team to compile the substantiation will be one of the main responsibilities of the internship.
- 2) Compiling industry trends – helping the team stay on top of trends by compiling competitive research and monitoring for any news about the tobacco industry and youth smoking. Understanding the industry is just part of it. We need to be sure that we’re always fresh and relevant, so monitoring for new trends among teenagers is also a key responsibility.
- 3) Assisting in daily administrative tasks – support where needed to prep for meetings, and other impromptu administrative tasks related to digital production, participating in status meetings, and observing client meetings (if applicable).

***The Boston Globe* - Boston**

The Boston Globe, owned by *The New York Times*, is the most widely circulated daily newspaper in New England. During the January internship, the *Globe* intern will work with a staff writer for *The Boston Globe Magazine*.

David Sutherland Productions – Waltham, MA

A veteran PBS documentary filmmaker, David Sutherland has been one of the pioneers of cinema verite, and a cornerstone of the documentary field for more than 30 years. His studio is located at 102 Pine Street in Waltham (accessible by commuter rail from Porter Square station). His credits include the PBS/*Frontline* highly acclaimed films *The Farmer’s Wife* and *Country Boys*, which collectively had more than 36 million viewers. Other credits include *Out of Sight*, *Halftime*, and *George Washington*. More information on Sutherland’s work can be found at www.davidsutherland.com. Sutherland is currently in production on a film about an Oglala Sioux woman in North Dakota who is struggling against all odds to raise her family and fulfill her dreams. This film will air on PBS/*Frontline* in 2013. An intern will transcribe and log footage and have an opportunity to sit in on editing sessions with the filmmaker and the editors. A student should bring his/her own laptop, but it is not required.

Digitas – Boston

Founded in 1980, Digitas—one of the world’s leading digital marketing and media companies—is at the forefront of the new digital age. As an independent global network within the Paris-based Publicis Groupe, the world’s fourth largest communications group, Digitas is the first global digital network with offices in the USA, Europe, and Asia. Serving global marketing clients, we create brand experiences in digital and direct channels that engage and excite their customers. Through user-generated content, branded entertainment, digital video production, and social media programs and more, we tap into people’s passions and create loyal, motivated relationships. Our people are at the top of their industry — inspiring innovation, creativity, and results. We're artists, analysts, technologists, writers, and producers. We're passionate, creative, thoughtful, and above all, we are committed to our clients, inspired by their customers, excited by change, and fueled by a passion for collaboration and bold invention.

Media Contacts -- Boston

Media Contacts is the global award-winning interactive arm of Havas Digital - the interactive division of Havas Media. Media Contacts delivers data-focused marketing solutions across all interactive channels: digital, direct response, and relationship based media. Since 1997, and in 40 countries in 52 cities across North America, South America, Europe, Africa, Asia, and Oceania, Media Contacts has been the trusted partner of more than 400 clients, including the market leaders in many industries, such as Air France, Expedia, Fidelity, France Telecom, ING Direct, Nike, Peugeot/Citroën, Repsol, Reckitt Benckiser, and Sears, among others.

WBUR - Boston

WBUR, owned by Boston University, is the largest National Public Radio station in Boston. In addition to local news, it produces several nationally-distributed programs, including *Car Talk*, *Here and Now*, *Only a Game*, and *On Point*. If the intern has a specific interest, WBUR will tailor the internship to his/her needs.

LOS ANGELES

Berman-Singer Public Relations – Los Angeles

Berman-Singer PR has developed media opportunities and special events for the following: American Heart Association, Coldwell Banker, Feld Entertainment (Ringling and Disney On Ice), Coco's and Carrows Restaurants, DeliBoys, Ramsell Corp., Flowers Heritage Foundation, Institute of Technologies, Stone Manor Lighting, Amici Brentwood, Osteria Latini, Petography. This includes writing all media materials, developing collateral, pitching stories to the press, organizing radio and television interviews and specials for clients, research and organizing speaking engagements, strategy and messaging as well as image building.

Bona Fide Productions – Los Angeles

Bona Fide Productions is a Los Angeles-based company that has produced films such as *Little Miss Sunshine*, *Little Children*, *Election*, *Cold Mountain*, and *The Switch*. The intern might do any or all of the following: reading screenplays for company projects, watching films and actor/director reels, and doing a research project. Since it is a small office setting, the student will interact directly with the producers and staff. No particular special skills are required, but the student should be professional, have an interest in film, be able to handle multiple tasks at once, and be Mac-proficient.

Di Bonaventura Productions – Los Angeles

Di Bonaventura Productions is a film and television production company, formed in January 2003. Since its inception, the company has produced 16 movies. Most recently, the company produced the third installment of the *Transformers* franchise, *Transformers: Dark of the Moon*, which has made over \$1.1 billion worldwide to date. Last year, the company produced the film *Red*, an espionage thriller based on the graphic novel by Warren Ellis starring Bruce Willis, Morgan Freeman, John Malkovich, and Helen Mirren, directed by Robert Schwentke. Other box office hits include *Salt*, directed by Philip Noyce with Angelina Jolie in the title role; the big screen adaptation of the popular comic book, *G.I. Joe: Rise Of The Cobra*, directed by Stephen Sommers; *Transformers* and *Transformers: Revenge Of The Fallen*, directed by Michael Bay and starring Shia LaBeouf; and *Shooter*, directed by Antoine Fuqua and starring Mark Wahlberg. Di Bonaventura TV began this year and has sold five pitches to ABC in its first development season. The company just completed production on *Man on a Ledge*, starring Sam Worthington, and is in production on *G.I. Joe 2*, starring Bruce Willis, Dwayne Johnson, and Channing Tatum and *The Last Stand*, starring Arnold Schwarzenegger.

International Creative Management (ICM) – Los Angeles

International Creative Management (ICM) is one of the world's largest talent and literary agencies, with offices in Los Angeles, New York, and London. It is a full-service agency representing creative and technical talent in the fields of motion pictures, television, music, publishing, live performance, branded entertainment, and new media. The student will shadow and support a motion picture literary agent and his assistant. He or she will help in a wide range of support duties, from putting actor submissions together, to reading scripts, to helping to organize and maintain the office.

Mad Men--AMC/Lionsgate– Los Angeles

Mad Men (U.R.O.K Productions) is a television program produced by Lionsgate and broadcast domestically by AMC Television. Currently in its fifth season of production, it has received four consecutive Emmy Awards as the "best drama" on television. Shadowing the Art Director (Christopher Brown, A91), the wintern will have a behind the scenes look at how the Art Department conceives, develops, constructs, and executes "period" scenic environments that enhance storytelling, embrace character, and draw the viewer into the 1960's world of advertising executive Don Draper. Confidentiality and non-disclosure agreements will be required.

Schachter Entertainment – Los Angeles

Schachter Entertainment is a boutique talent management company in Los Angeles that represents actors in films, television series, and theatre, as well as filmmakers, writers, and directors. The student will write summaries and appraisals of screenplays, be involved in obtaining auditions for actor clients, answer phones, participate in meetings with clients, see how Hollywood deals are made, and go to tapings and film shoots where possible.

NEW YORK CITY AREA

***ALL YOU Magazine* – New York City**

ALL YOU is a relatively new brand with a magazine, website, blog network, robust Facebook presence and books that speak directly to value-driven women. The brand provides information that helps women find great value and provide realistic solutions for taking care of themselves, healthy and fast ways to feed their families, affordable and practical clothes they can wear, do-it-yourself home repair projects, and relationship advice from real women just like them. Our positioning, and the value we provide to our consumers, could not be more relevant in today's challenging economy where all women are seeking great value.

APCO Worldwide – New York City

Headquartered in D.C., APCO Worldwide has 30 offices in major business, financial, political, and media capitals throughout the Americas, Europe, the Middle East, Africa and Asia. Its heritage is as a public affairs firm, but the office in New York is truly a full-service public relations firm - working across all of the traditional communications disciplines including corporate communications, thought leadership, media relations, CSR, financial/IR, issues, crisis, and online. The winter's supervisor is currently working on executive positioning and community financial education for a Fortune 500 company in the payments industry, reputation building for a major agriculture company, and new business. More background on APCO is available at <http://www.apcoworldwide.com/>.

Campo Communications – New York City

Campo Communications is a corporate public relations firm based in New York City. They serve a wide array of businesses, from start-ups to Fortune 100 companies, in industries including transportation, consumer products, business-to-business, chemicals, financial services, professional services, telecommunications, technology, media, entertainment, and fast foods, among others. Founder Tom Campo, a Tufts alum, was the founding investor relations and corporate public relations executive for Hearst-Argyle Television, Inc., a NYSE-listed owner/operator of one of the nation's largest TV station groups. Prior to Hearst-Argyle, Campo served as corporate spokesperson for Hearst Corporation, Hearst-Argyle's majority owner and one of the largest diversified media companies. The January winter should have some experience using social media.

***Cooking Light Magazine* – New York City**

Cooking Light is the nation's number one epicurean brand with the largest audience, most epicurean editorial and most recipes. Each month, nearly 12 million consumers turn to the magazine, Web site, iPad app, Facebook page, Twitter feed, and branded cookbooks for innovative recipes, nutrition advice, and home cooking tips. With *Cooking Light*, good food

does much more than fill the plate; it fills a good life with limitless possibilities. We give consumers the know-how to prepare and share what they love with those whom they love, so they can nourish everyone, inside and out. With fresh ideas and a flavor all its own, *Cooking Light* makes life healthy, joyful and delicious.

HarperCollins Publishers – New York City

Because this site requires that interns be receiving academic credit, to do this winternship a student must commit to taking a half-credit independent study with CMS Director Julie Dobrow in the Spring 2012 semester.

HarperCollins Publishers is one of the world's leading English-language publishers. Headquartered in New York, the company is a subsidiary of News Corporation, and is a broad-based publisher with strengths in literary and commercial fiction, business books, children's books, cookbooks, mystery, romance, reference, religious and spiritual books. With nearly 200 years of history, HarperCollins has published some of the world's foremost authors and has won numerous awards including the Nobel Prize, the Pulitzer Prize and National Book Award, the Newbery Medal, and the Caldecott. It also continues to expand its digital content and remains a global industry leader in the digital world. Currently, HarperCollins has released more than 8,700 e-books, 50 enhanced e-books and 71 apps to the digital marketplace.

Seftel Productions – New York City

Seftel Productions is a boutique production company that produces award-winning documentaries, feature films, commercials, and digital media. Dedicated to creating artful, engaging work with a social conscience, our productions have appeared on HBO, PBS, A&E, Bravo, Showtime, and many others. Recent highlights include the ongoing Emmy and Webby-nominated PBS series *The Secret Life of Scientists*, the Telly Award-winning 13-part series for Public Television *Invitation to World Literature*, the acclaimed PBS series *NOVA Science NOW*, and the PBS prime time mini-series *Lidia Celebrates America*, featuring chef Lidia Bastianich. Additionally, Seftel Productions has been a pioneer in the digital realm, producing web series for Liberty Mutual's prestigious website the *Responsibility Project*, and well as the Case Award-winning web campaign *The Human Factor*, which raised \$500 million for MIT in just 9 months.

Interns will work closely with the company's core staff in four areas:

1. **Development:** Assisting with projects in development. Tasks include performing essential research, writing script coverage and helping to keep projects organized.
2. **Production Management Support:** Helping our production manager to execute shoots. Tasks include preparing call sheets, booking travel, expense reports, location research and obtaining permits.
3. **Daily office tasks:** General support in keeping our office organized and productive. Tasks might include filing and making runs.
4. **Archival research:** Assisting our archival researcher in finding and organizing photos and video content. Requires an inquisitive mind, a diligent eye for detail and a creative eye. Tasks include tracking down photos, organizing files and seeing projects through to their completion, including legal shutdown and paperwork.

This is a great opportunity for someone interested in production and development.

Trickle Up – New York City

Since 1979, Trickle Up has been empowering people living in extreme poverty to take the first steps out of poverty, providing them with resources to build livelihoods for a better quality of life. Trickle Up works with community-based partner agencies in five countries in Asia, Africa, and Central America to deliver our program of seed capital grants, training and savings support. In the past five years, we have helped help start or expand nearly 50,000 enterprises, improving the lives of more than 250,000 people. The intern will "shadow" an executive through meetings with staff, donors, and others. The experience will provide the intern with greater knowledge of global poverty, as well as a deeper understanding of the program, fundraising, communications, finance, and administration functions of a nonprofit organization.

TV Guide Magazine – New York City

Because this site requires that interns be receiving academic credit, to do this winternship a student must commit to taking a half-credit independent study with CMS Director Julie Dobrow in the Spring 2012 semester.

TV Guide Magazine is one of the most popular weekly magazines in the country, with more than 14.5 million weekly readers. From behind-the-scenes looks at broadcast, cable, and syndicated shows and their stars and characters, to sneak peeks at television's most intriguing plotlines, *TV Guide Magazine* has every corner of the television medium covered. Its web site, tvguide.com/magazine, ignites conversation and builds community with our exclusive behind-the-scenes access, authoritative insight, breaking news, and reviews. We welcome a Tufts student to the Marketing Department of *TV Guide Magazine*, where we work in concert with the advertising sales and editorial departments to support and celebrate the iconic brand. Our interns will learn about proposal writing, event planning, and media relations as they pertain to our advertisers and our passionate readers.

WNET/Channel 13 – New York City

As the flagship public broadcaster in the New York, New Jersey, and Connecticut metro area, Thirteen/WNET reaches millions of viewers each week. It airs the best of American public television, along with its own local productions. The Tufts intern will work with the staff of *Nature*, an Emmy award-winning weekly natural history and wildlife documentary series airing on PBS (www.pbs.org/nature).

WSHU – Fairfield, CT

WSHU is a National Public Radio member station based on the campus of Sacred Heart University in Fairfield, Conn. The news team covers stories within the station's listening area, which stretches the entire coast of Connecticut, as well as Suffolk County, Long Island. Reporters contribute breaking news and sound-rich feature stories to the local segments of NPR's *Morning Edition* and *All Things Considered* broadcasts, and periodically produce stories for a national audience. WSHU's news coverage can be heard at <http://www.wshu.org/news/>. A Tufts student will have the opportunity to shadow reporters and producers as they put out two live daily news programs. There may also be the chance to learn about the development side of public radio. The “winternship” may include reporting in the field and writing news stories.

Young and Rubicam Advertising – New York City

Young and Rubicam Advertising is a major marketing communications firm looking for a dynamic candidate to shadow one of its strategists for the week. The intern will be asked to pull together some information while they are there, using Young and Rubicam research sources. The right person will have curiosity about people and their behavior as well as an appreciation of popular culture and an interest in marketing and creativity. The intern will be asked to prepare something to share with Young and Rubicam staff in January. They should bring a point of view, expressed visually or in writing, about consumer products or service brands that they feel have momentum in the marketplace and that have especially connected to college students.