



integrated marketing  
media relations  
crisis management  
public relations  
internet marketing

## Deveney Communication Summer Scholar

*Deveney Communication is offering a unique opportunity to hone integrated marketing skills at one of the top five boutique public relations firms in the nation. The Deveney Communication Summer Scholar Program offers hands-on experience in all aspects of the public relations field. Students will have the chance to work alongside award-winning professionals as they sharpen communication skills, complete various communications projects, and network for future opportunities.*

**DEADLINE FOR APPLYING:** Tuesday, March 30, 2010

**TIMING:** The program term will be May-August 2010. Exact dates are flexible according to associate selection and their college/university calendar.

**QUALIFICATIONS:** Qualified students and recent graduates concentrating in communications, public relations or marketing-related fields will be considered for the Summer Associates Program. Candidates must be available for a series of phone interviews and provide professional and academic references if selected as a finalist.

**COMPENSATION:** Competitive honorarium, housing and transportation to and from New Orleans, LA will be provided.

**DEVENEY COMMUNICATION:** Founded in 1996, Deveney Communication ([www.deveney.com](http://www.deveney.com)) is an internationally recognized public relations firm that uses integrated marketing to make their clients more successful. The firm has been recognized worldwide within the industry for excellence in developing and implementing strategies using strategic planning, media relations, Internet marketing, community relations, event planning and crisis management.

Deveney Communication was honored as one of the Top Five Boutique PR Firms of the year, according to the 2004 *PRWeek* Awards. The *PRWeek* Awards are a symbol of the best that the profession has to offer, and Deveney Communication is proud to be recognized as one of the finest public relations firms with the most outstanding communications professionals in the country. The firm has also been named one of the Top Ten Best Places to Work by *New Orleans CityBusiness*, the area's business publication.

**HOW TO APPLY:** All applicants must provide a resume and two letters of recommendation. In addition, a brief client assignment must be completed to provide evidence of strategic thinking, creativity and skill in writing and research.

Please email, fax or mail the completed application form, resume, letters of recommendation, and client assignment to:

Deveney Communication  
Attn: Summer Scholar Coordinator  
2406 Chartres St.  
New Orleans, LA 70117  
Phone: (504) 949-3999  
Fax: (504) 949-3974  
Email: [pr@deveney.com](mailto:pr@deveney.com) please put "Summer Scholar" in subject line  
Incomplete or late applications will not be considered.

"My summer at Deveney Communication was the ideal segue from my academic career to post-collegiate professional life. Through this experience, I was able to become an active member of a strategic team, participating in the planning and implementation of diverse and exciting campaigns. Everyone at Deveney Communication works as a unit to ensure you have a fantastic, hands-on learning experience."

*Anna Whitlow*

*2006 Summer Scholar*

*Baton Rouge, LA/Boston University Graduate*

"The Deveney Communication Associate Program is not your typical internship. From day one the team trusted me with assignments that challenged me to further my knowledge about the various facets of public relations. I was encouraged to take part in any project that interested me. The best part of my Deveney experience was being in the midst of a rapidly expanding and very successful company that continues to function like a family-run business. There is no hierarchy--everyone is able to trust each other and work together for the benefit of the team and the clients. After my fabulous experience at Deveney Communication I feel more than prepared for a future career in public relations."

*Kelli Eason*

*2007 Summer Scholar*

*Louisiana State University; PRSSA member*



OFFICE OF THE LT. GOVERNOR  
Department of Culture, Recreation & Tourism

## CASE STUDY ASSIGNMENT

As part of the application process, Deveney Communication requires that all applicants for the Summer 2010 Associate's Program complete the following assignment.

Applicants will be judged on their creativity, research, writing, critical thinking and knowledge of common public relations tactics.

### I. CLIENT OVERVIEW—LOUISIANA OFFICE OF TOURISM

The Louisiana Office of Tourism (LOT) is a state agency within the office of Lt. Governor Mitch Landrieu. LOT is responsible for supporting tourism, one of Louisiana's largest industries, throughout the state of Louisiana.

*Client Challenge*—LOT is looking to promote Louisiana as a travel destination to specific niche target audiences, including families, African American, young adults ages 18-24 and gay and lesbian (GLBT market).

### II. ASSIGNMENT

#### Part One: Research/Opportunity

Review media coverage of Louisiana and please provide answers to the following questions:

- *What key messages regarding travel to Louisiana are evident in the mainstream media?*
- *What challenges do you think LOT faces today in getting visitors to Louisiana?*
- *What messaging should LOT incorporate to address the issues that detract visitors?*

#### Part Two: Strategy

Based on your review of the media coverage, develop a public relations plan to address the specific challenges identified above targeted at one of the niche target audiences listed (families, young adults or gay and lesbian)

*Intended Audience(s)*—Who are your primary and secondary audiences for the plan? What characteristics and demographics did you focus on when developing your plan?

*Goals and Objectives*—What broad goal should this plan accomplish for the client? How does this goal capitalize on the client's needs, opportunities and current situation? What measurable objectives should this plan accomplish for the client?

*Tactics*—What will you do? How will you do it? What tactics will you use in fulfilling your goals and objectives? What is your rationale for this approach? How does this plan showcase a creative solution to the problem? What are the key messages? How should the audience respond with this plan? What is the projected budget? How does this plan demonstrate your problem-solving abilities?

*Implementation*—How would you present this plan to the client?

#### Part Three: Results

*Measurement/Evaluation of Success*—How would you measure your results? How do these measurements relate back to your goals and objectives?

#### Part Four: Showcase Creativity and Writing Abilities

Choose one tactic from your developed plan for the client (news release, public service announcement, Web page, etc.) and develop this tactic for implementation. We will specifically be looking at this portion of the assignment for your creativity and writing ability.

### III. QUESTIONS

All questions should be directed to the associate program coordinator at Deveney Communication (pr@deveney.com). There should be no contact with representatives or partners of LOT. Contacting anyone other than Deveney Communication for this project will result in immediate disqualification from the application process.

*All work completed for this project is owned by Deveney Communication. With submission of the application form, the applicant agrees to assign to Deveney Communication all right, title and interest in work prepared for this process, including all rights to renewals and/or extensions.*



Deveney Communication Summer Scholar Program

**APPLICATION**  
*Please Print or Type*

**NAME:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**PHONE:** \_\_\_\_\_

**ALT. PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**COLLEGE/UNIVERSITY:** \_\_\_\_\_

**CLASS STATUS (i.e. senior, alumna, graduate student):** \_\_\_\_\_

**CUMULATIVE GRADE POINT AVERAGE (GPA):** \_\_\_\_\_

**RELEVANT PUBLIC RELATIONS COURSES TAKEN:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

*The completed application, client assignment, letters or recommendation and resume must be received at Deveney Communication by **Tuesday, March 30, 2010.***