

Internship Announcement

Position: APHA Publications/Marketing internships

Available: Summer 2018 (May-August); **Fall 2018**(September–November).

Specific dates may be modified to fit the intern's needs.

Immediate Supervisor: Director of Publications

Introduction

The American Paint Horse Association is the world's second-largest equine breed association, located in the heart of horse country, Fort Worth, Texas. The association offers several paid publications/marketing internships annually to college juniors, seniors or recent graduates who have an interest in promoting Paint Horses and the people who love them, as well as learning the ins and outs of working at a breed association.

Responsibilities

Our readers are the ultimate fans of Paint Horses, and their interests cover all aspects of Paints' versatility. APHA's publications—the *Paint Horse Journal* and *Chrome*—are diverse, as are the association's marketing efforts; interns will have the opportunity to employ their horse knowledge, explore new avenues and generate tons of clips and published pieces ideal for a professional portfolio.

The publications/marketing intern works in the Content Department, but also collaborates with APHA graphics, sales and performance staff. Duties might include:

- Assisting in the production of APHA publications
 - o Interviewing sources
 - o Writing articles/columns
 - o Maintaining editorial databases
 - o Editing copy
- Photography development
 - o Developing hands-on photography skills
 - o Image selection for projects
- Generating web stories for *apha.com* and *mychromelife.com*
 - o Writing/editing articles
 - o Basic web development
- Assisting in social media marketing
 - o Planning and executing posts for Facebook and Instagram
- Planning and execution of marketing programs and promotions
 - o Generating press releases
 - o Engaging with marketing team to brainstorm ideas for new and innovative campaigns
 - o Developing marketing material
- On-site event coverage at AjPHA Youth World Championship Show (Summer) or APHA World Championship Show (Fall)
 - o Story generation for print and web coverage

- Photography assignments
- Press releases/public-relations outreach
- Customer service

Requirements

Applicants must be college juniors, seniors or recent graduates ready to make a difference at an equine publication. Applicants should be majoring in journalism, agricultural journalism, marketing or a related field, and should possess a strong interest in Paint Horses. Interns should have a desire to learn about breed associations while developing the skills necessary to succeed in the equine publishing/marketing industry. Horse knowledge is required.

Intern applicants should have strong writing skills, a solid grasp on Associated Press style, grammar and feature writing, and be able to work independently. Candidates should have at least a basic understanding of digital photography and an interest in strengthening photography skills.

Want to go above and beyond? Preference is given to candidates with experience writing for equine publications and those with a passion for the Paint Horse industry. The ideal intern is a self-motivated, creative thinker. Responsibility, a willingness to learn, and the ability to work under pressure and meet deadlines are paramount.

Salary

\$1,200 per month

Housing & Transportation

The intern is responsible for transportation, room and board. APHA is located in northeast Fort Worth, and public transportation is not available. The APHA World Championship Show and AjPHA Youth World Championship Show take place about 10 miles from APHA headquarters. APHA staff can assist the intern with finding available housing in the area.

To Apply

Submit the following materials to APHA Attn: Human Resources, PO Box 961023, Fort Worth, Texas, 76161-0023 or fax them to (817) 222-8488. Please call (817) 834-2742 to confirm receipt of faxed materials only. Please submit information by March 15 for the summer internship, and by June 15 for the fall internship.

- Resume
- Current references
- Cover letter
- At least three news or feature writing samples
- At least three photography samples

- A personal essay at least 500 words—tell us about yourself and why you’re the best candidate for this internship.

About APHA’s Publications

Our members love Paints, and they enjoy them in a ton of different ways: trail riding, competing, racing, training, breeding, and showing in a myriad of disciplines, including English, Western, dressage, jumping, reining, speed events and more. APHA’s publications are diverse; learn about them below—or better yet, pick up the magazines to review before your internship interview!

Paint Horse Journal

The official monthly publication of APHA for nearly 50 years, the *Paint Horse Journal* has long been recognized as the horseman’s source for industry topics. An award-winning publication, the *Journal* highlights the versatility, athleticism and uniqueness of the American Paint Horse and the people who love them.

Accompanied by stunning photography, the *Journal* features a wide variety of articles and topics. Catch up on the latest show circuit news, learn relevant veterinary concepts, meet reigning Paint Horse champions, and take home tips from how-to training articles. For all things Paint Horse, the *Journal* is your go-to source. Check out our free monthly *PHJ* article at phj.apha.com and our daily web news at apha.com.

Chrome

Celebrating a life as unique as the Paint Horse, *Chrome* is APHA’s quarterly Western lifestyle magazine distributed to all APHA members. “Chrome” is commonly used to describe the flashy white markings that make a Paint Horse stand out over any other breed.

Standing on the pillars of Spirit, Attitude, Culture, Journey and Place, *Chrome* features stunning photography and insightful stories that remind people why they fell in love with the Paint Horse breed in the first place. No two Paints are alike, and neither are the people who love them. Story previews and exclusive online content are available at mychromelife.com.