Internship Announcement

**Position:** APHA Publications/Marketing internships

**Available:** Summer 2019 (May-August); Fall 2019 (September–November). Specific dates may be modified to fit the intern’s needs.

**Immediate Supervisor:** Director of Publications

**How to Apply:**
Review this document and complete an online internship application at [americanpainthorseassoc.formstack.com/forms/apha_internship_application](americanpainthorseassoc.formstack.com/forms/apha_internship_application).

Be sure to attach all required materials. Incomplete or late applications will not be considered. PDF files are preferred for all documents. If an applicant wishes to apply for more than one internship position, please submit a separate application for each position as they have different requirements.

Questions on the online application? Contact Christine Gillett at CGillett@apha.com

**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
  - Interviewing sources
  - Writing articles/columns
  - Maintaining editorial databases
  - Editing copy
- Photography development
  - Developing hands-on photography skills
  - Image selection for projects
- Generating web stories for *apha.com* and *mychromelife.com*
- Writing/editing articles
- Basic web development

- Assisting in social media marketing
  - Planning and executing posts for Facebook and Instagram

- Planning and execution of marketing programs and promotions
  - Generating press releases
  - Engaging with marketing team to brainstorm ideas for new and innovative campaigns
  - Developing marketing material

- On-site event coverage at APHA Youth World Championship Show (Summer) or APHA World Championship Show (Fall)
  - 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 APHA 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
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Please submit information by March 15 for the summer internship, and by June 15 for the fall internship.

Required materials:
- 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 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 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.