



## R2C Group Internship Opportunity – Direct Response Advertising *Summer 2009*

**About R2C Group:** Based in Portland, Oregon, Respond2 Communications Group is the largest privately held full-service direct-response advertising agency in the country. R2C Group provides accountable advertising for many of the world's leading brands, driving response, revenue and profit. There are more than 200 employees in offices in Portland OR, San Francisco, Philadelphia PA, Billings MT and Providence RI. UMass Amherst alumna, Michelle Cardinal '89, communication, is the CEO and founder of Cmedia, and group president of R2C Group. She was involved in founding both companies in 1998 and helped build the agency from a start-up into what it is today.

For more information, visit [www.r2cgroup.com](http://www.r2cgroup.com)

**About the Internship:** Students will work within the media and creative aspects of the direct response business and will be exposed to a highly creative and results-focused culture. Interns may be placed in the Philadelphia, Portland and/or Providence offices.

**Qualifications:**

- ♦ Solid verbal communication skills
- ♦ Strong initiative and follow-up skills
- ♦ Professional demeanor
- ♦ Working knowledge of Microsoft Office, particularly Excel and Outlook
- ♦ College focus in Advertising, Marketing, and/or Communications

**Primary Responsibility:**

Provide support to the Media and/or Creative Department while gaining hands-on experience in Direct Response Advertising.

**Duties May Include:**

<ul style="list-style-type: none"> <li>♦ Program verifications</li> <li>♦ Entering logs</li> <li>♦ Researching discrepancies</li> <li>♦ Dub requests</li> <li>♦ Industry competitive research</li> <li>♦ Product competitive research</li> <li>♦ Proof reading</li> <li>♦ Invoicing</li> <li>♦ Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>♦ Post-buy work</li> <li>♦ Entering information into customized database</li> <li>♦ Contacting TV stations/cable networks to confirm tape arrivals and start dates</li> <li>♦ Researching periodicals, websites, daily emails, etc. to find new media opportunities</li> <li>♦ Rotating through finance to learn the working knowledge of backend processes</li> <li>♦ Other duties as assigned</li> </ul>
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**Internship Program Specifics:**

- ♦ Positions are full-time for 10 weeks during the summer.
- ♦ This is an unpaid internship. Students should seek a faculty advisor in order to get academic credit.
- ♦ Interns are required to sign a non-disclosure agreement.
- ♦ Interns meet weekly with a supervisor to discuss work assignments and performance.

***The appropriate candidate(s) will demonstrate an entrepreneurial spirit and interest in advertising, marketing, client services.***

**DEADLINE FOR APPLICATIONS: Friday, April 10, 2009**



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**APPLICATION FORM**

Student Name: \_\_\_\_\_ Email: \_\_\_\_\_

Campus Phone: \_\_\_\_\_ Cell or Alternate Phone: \_\_\_\_\_

Campus Address: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Student ID: \_\_\_\_\_ Major: \_\_\_\_\_ GPA: \_\_\_\_\_

**ESSAY:**

In one page or less, succinctly describe what you know about direct response advertising, marketing and client services and why you think you would be a good fit for this internship. Please also attach a resume that describes your previous work and leadership experience.

**References:** Please provide the names of two references in the space below:

Reference #1

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Reference #2

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**APPLICATION CHECKLIST**

\_\_\_\_\_ **Application form**

\_\_\_\_\_ **Essay**

\_\_\_\_\_ **Resume**

\_\_\_\_\_ **References**

**Completed applications should be brought/sent to:**  
**Jackie Brousseau-Pereira, Director of External Affairs**  
SBS Dean's Office, Draper Hall  
40 Campus Center Way  
UMass Amherst, Amherst, MA 01003  
413-545-1933, jackie@sbs.umass.edu

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